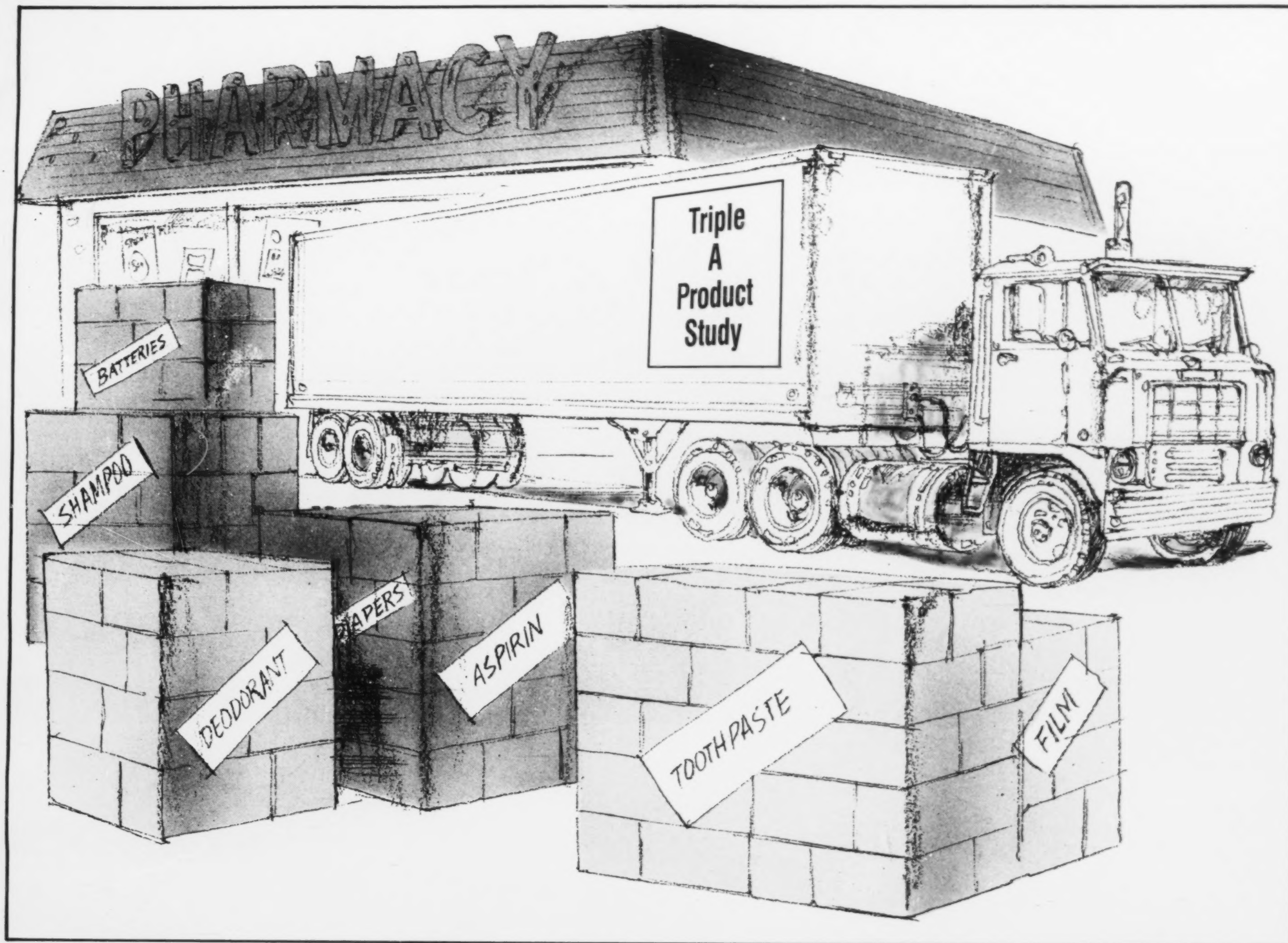


Triple A Product Study



Triple A products deliver profits to chains

Who are the drug store market makers? The Triple A listings of the Top 100 products in units, dollars and profits give a fair indication.

This year's 16th annual study shows the diversity of products that make up the best-selling lists. It also gives a reading of how top marketers like Procter & Gamble, Richardson Vicks, Johnson & Johnson, Kodak and Polaroid—to name just a few—continue to dominate drug store shelves.

For retailers, the study showcases the products that add promotional power to the merchandise mix. These are products that can pull traffic because of their national reputation. Consumers look for value in these products and shop the stores that promote them.

To compile this study, *Drug Store News* gathered and blended 1984 warehouse withdrawal figures from a geographically diverse group of medium to large chains.

This year, for the first time, *Drug Store News* broke out

general merchandise products from the traditional health & beauty aids and over-the-counter best-seller lists to see how they would fare on their own.

While breaking out general merchandise did open up the H&BA/OTC list for more items, the newly created places tended to be taken by different sizes and flavors of the strongest sellers—not surprising in light of the national ad support given the top products.

The breakout did add diversity of the Top 10 H&BA and

OTC product lists. Take the Top 10 unit movers, for example. On that rarefied list, there were two baby products, but only one each of laxatives, skin care, shaving, analgesics, eye/lens, antacids, feminine hygiene and cough/cold.

Among the Top 10 dollar generators, there were two each of diet aids, skin care and baby products, and only a single sku each of vitamins, feminine hygiene, dental and analgesics. A similar diversity was found among the Top 10 profit generators.

In contrast, the Top 10

places on the general merchandise lists were dominated by just two product categories: film and batteries. In unit sales, for example, there were five battery items, three film sku's, a household supply item and a paper product. In dollar sales it was all film and batteries. Film took seven places and batteries the other three. The story was no different for the Top 10 profit generators—five battery items and five film items.

The Top 100 lists in the H&BA/OTC area were dominated by four categories—

dental, cough/cold, analgesics and baby products—followed by three others slightly less dominant—diet aids, eye/lens care and feminine hygiene.

Cough/cold products, for example, took 15 places on the dollar list, 13 on the unit list and 21 on the profit list. Analgesics accounted for 16 places on the dollar list, 13 on the unit list and 14 on the profit list. And dental products took 11 places on the dollar list 19 on the unit list and 10 on the profit list. Not surprisingly, the highly promoted baby products, which accounted for 11 places on the dollar list and 14 on the unit list, managed only three on the profit list.

Five categories alone—cough/cold, analgesics, dental, diet aids and eye/lens—took 51% of the places on the Top 100 dollar list, 52% of the places on the Top 100 unit list and 58% of the Top 100 profit generator places.

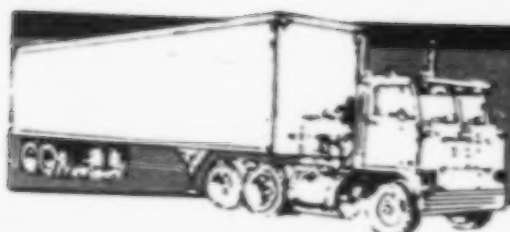
In considering the Triple A study, it is apparent that the Top 100 lists are dominated by highly consumable products whose sales are driven more by demand than impulse.

Top 10 gen'l merchandise by units

1. Reynolds foil, 12 x 25
2. Kodak CL 110-24 VR 200
3. Duracell D-2
4. Kodak Disc single
5. Kodak CP 135-24 VR 100
6. Duracell AA-4
7. Eveready Energizer AA-4
8. Eveready Energizer D-2
9. Duracell C-2
10. Bounty jumbo designer

Top 10 H&BA, OTC by units

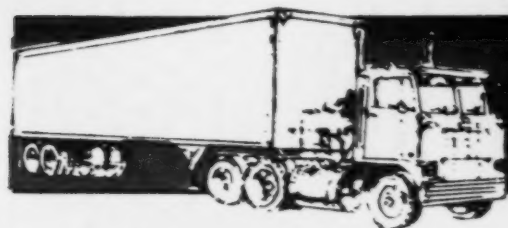
1. Fleet enema
2. Chapstick
3. Vaseline white 1.75
4. Bic disposable razors 5-pack
5. Bayer aspirin 100's
6. Visine eye drops 0.5 oz.
7. Mylanta liquid 12 oz.
8. Tampax Super 40s
9. Similac 2 w/iron 32 oz.
10. Actifed tabs 12s



Triple A Product Study

Best-selling H&BA/OTC products for 1984:

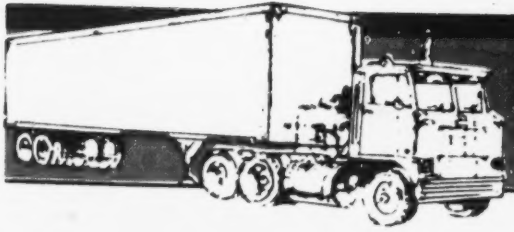
<i>Unit movement</i>	<i>Dollar sales</i>	<i>Gross margin dollars</i>
1. Fleet Enema, 4½ oz. 2. Chapstick regular 3. Vaseline jar white 1.75 oz. 4. Bic disposable razor, 5-pack 5. Bayer aspirin, 100's	1. Slim-Fast powder: chocolate, 16 oz. 2. Oil of Olay, 4 oz. 3. Luvs, large 32's 4. Oil of Olay, 6 oz. 5. Centrum tabs, 100 + 30	1. Slim-Fast powder: chocolate, 16 oz. 2. Oil of Olay, 4 oz. 3. Oil of Olay, 6 oz. 4. Slim-Fast powder: vanilla, 16 oz. 5. Mylanta liquid, 12 oz.
6. Visine eye drops, ½ oz. 7. Mylanta liquid, 12 oz. 8. Tampax super 40's 9. Similac ready to feed w/iron, 32 oz. 10. Actifed tab, 12's	6. Tampax super 40's 7. Luvs medium 48's 8. Listerine mouthwash, 32 oz. 9. Slim-Fast powder: vanilla, 16 oz. 10. Anacin tabs, 100's	6. Allergan Cleaner refill-24 tabs 7. Theragran M, 100 + 30 free 8. NyQuil, 10 oz. 9. Actifed tabs, 24's 10. Tylenol Extra-Strength tabs, 60's
11. Slim-Fast powder: chocolate, 16 oz. 12. NyQuil cold med, 6 oz. 13. Listerine mouthwash, 32 oz. 14. Anacin tabs, 100's 15. Actifed tabs, 24's	11. Actifed tabs, 24's 12. NyQuil, 10 oz. 13. Drixoral tabs, 20's 14. NyQuil, 6 oz. 15. Theragran M, 100 + 30	11. Listerine mouthwash, 32 oz. 12. Tylenol Extra-Strength caps, 50's 13. Centrum tabs, 100 + 30 14. Tylenol Extra-Strength tabs 100's 15. Trojan lubricated 12's
16. Barbasol shave cream, 11 oz. 17. Robitussin DM, 4 oz. 18. J&J plastic ¾ in., 60's 19. Sweet'N Low, 100-pack 20. Isomil ready to feed, 32 oz.	16. Tylenol Extra-Strength tabs, 100's 17. Tylenol Extra-Strength tabs, 60's 18. Mylanta Liquid, 12 oz. 19. Tylenol Extra-Strength caps, 50's 20. Huggies Toddler 33's	16. Anacin tabs, 100's 17. Tylenol drops, ½ oz. 18. B&L Sensitive Eyes Saline, 12 oz. 19. Drixoral tabs, 20's 20. Tylenol Extra-Strength tabs, 30's
21. Crest mint, 6.4 oz. 22. Maalox suspension, 12 oz. 23. Similac conc. w/iron 13 oz. 24. Tylenol Extra-Strength tabs, 30's 25. Colgate toothpaste, 7 oz.	21. Efferdent denture tabs, 96's 22. Pampers large 48's 23. Tylenol elixir, 2 oz. 24. Tampax original 40's 25. Tylenol Extra-Strength caps, 100's	21. Robitussin DM, 4 oz. 22. NyQuil, 6 oz. 23. Actifed tabs, 12's 24. Dexatrim Extra-Strength, 20's 25. Afrin nasal spray, ½ oz.
26. Oil of Olay, 4 oz. 27. Pepto-Bismol, 8 oz. 28. Similac ready to feed, 32 oz. 29. Oral B 40 adult brush 30. Tampax super 10's	26. Excedrin Extra-Strength tabs, 100's 27. Dexatrim Extra-Strength, 20's 28. Robitussin DM, 4 oz. 29. Bufferin regular tabs, 100's 30. Allergan Cleaner refill—24 Tabs	26. Sudafed tabs, 24's 27. Fleet enema, ½ oz. 28. Os-Cal Calcium 500mg, 60's 29. Equal low-calorie sweetener, 100's 30. Visine eye drops, ½ oz.
31. Tylenol Extra-Strength caps, 24's 32. Enfamil ready to feed w/iron, 32 oz. 33. Tampax original 40's 34. Crest regular, 6.4 oz. 35. Tylenol Extra-Strength caps, 50's	31. Bayer aspirin, 100's 32. Metamucil powder, 21 oz. 33. Huggies daytime 48's 34. Tylenol tabs, 100's 35. Equal low-calorie sweetener 100's	31. Metamucil powder, 21 oz. 32. Trojan Enz lubricated, 30's 33. Tylenol Extra-Strength caps, 100's 34. Tylenol Extra-Strength caps, 24's 35. Drixoral tabs, 10's
36. Close-Up reg., 6.4 oz. 37. Tylenol Extra-Strength tabs, 60's 38. Colgate Toothpaste, 9 oz. 39. Crest mint, 8.2 oz. 40. Sudafed tabs, 24's	36. Tylenol elixir, 4 oz. 37. B&L Sensitive Eyes saline 12 oz. 38. Maalox suspension, 12 oz. 39. Afrin nasal spray ½ oz. 40. Drixoral tabs, 10's	36. Mylanta-2 liquid, 12 oz. 37. Tampax original, 40's 38. Tylenol chew tabs, 30's 39. Chapstick regular 40. Tylenol elixir, 4 oz.
41. Crest regular, 8.2 oz. 42. Oral-B 60 adult brush 43. Enfamil Concentrated liquid w/iron-13 oz. 44. Efferdent denture tabs, 60's 45. Tylenol chew tabs, 30's	41. Similac ready to feed w/iron 42. Tylenol Extra-Strength caps 24's 43. Visine drops, ½ oz. 44. Vicks 44D syrup, 3 oz. 45. Tylenol Extra-Strength tabs, 30's	41. Efferdent denture tabs 42. Dristan tabs, 24's 43. Bayer aspirin, 100's 44. Contac caps, 20's 45. Excedrin Extra-Strength tabs, 100's
46. Bufferin reg. tabs, 100's 47. Afrin nasal spray, ½ oz. 48. Listerine mouthwash, 12 oz. 49. Scope mouthwash, 24 oz. 50. Luvs diaper medium, 48's	46. Gillette Atra blades, 10's 47. Actifed tab, 12's 48. Mylanta—2 liquid, 12 oz. 49. Scope mouthwash, 40 oz. 50. Scope mouthwash, 24 oz.	46. Keri Lotion, 13 oz. 47. NyQuil, 14 oz. 48. Flex Care Soft Lens Solution, 12 oz. 49. B&L Saline Solution, 12 oz. 50. Sudafed tabs 30mg, 48's



Triple A Product Study

Top 100 movers in units, dollars and profits

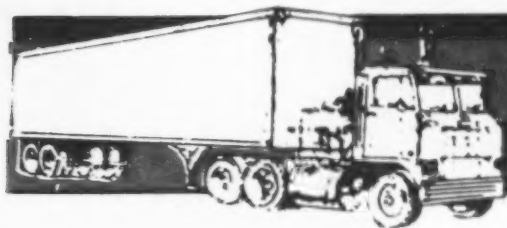
<i>Unit movement</i>	<i>Dollar sales</i>	<i>Gross margin dollars</i>
51. Listerine, 6 oz. 52. Bayer Aspirin, 50's 53. Vicks 44D syrup, 3 oz. 54. Trojan Enz Lubricated, 30's 55. Isomil concentrated, 13 oz.	51. Tampax slender regular 40's 52. Contac caps 10's 53. Gillette Atra blades 15's 54. Sudafed tabs, 24's 55. Tylenol chewable tabs 30's	51. Gillette Atra blades, 15's 52. Vicks 44D syrup, 3 oz. 53. Alka-Seltzer Plus tabs, 36's 54. Tylenol tabs, 100's 55. Gynol II jelly refill, 4.44 oz.
56. Dexatrim Ex-Strength, 20's 57. Mennen Speed Stick deodorant, 2.5 oz. 58. Alka Seltzer foil, 36's 59. Enfamil ready to feed, 32 oz. 60. Q-Tips cotton swabs, 300's	56. Efferdent denture tabs 60's 57. Tylenol drops ½ oz. 58. Contac caps, 20's 59. Pepto-Bismol, 8 oz. 60. Trojan lubricated, 12's	56. Neosporin ointment, 1 oz. 57. Alka-Seltzer Plus, 20's 58. Maalox suspension, 12 oz. 59. B&L Sensitive Eyes Saline, 8 oz. 60. Oral-B 40 adult brush
61. Gillette Good News disposable razor, 3's 62. Sweet-O-Saccharin tabs, 500's 63. Scott Baby Fresh Wipes, 80's 64. Crest gel, 6.4 oz. 65. Oil of Olay, 6 oz.	61. B&L Sensitive Eyes saline, 8 oz. 62. Isomil ready to feed 32 oz. 63. Os-Cal Calcium—500mg. 60's 64. Slim-Fast instant pudding, 16 oz. 65. Crest mint 8.2 oz.	61. Alka-Seltzer foil, 36's 62. Bufferin regular tabs, 100's 63. Bic Disposable razor, 5 pack 64. Gillette Trac II blades, 9's 65. Os-Cal Calcium 250mg., 100's
66. Pepto-Bismol, 4 oz. 67. Gillette Atra blades, 5's 68. Aqua Fresh toothpaste, 6.4 oz. 69. NyQuil 10 oz. 70. Vaseline Intensive Care, 10 oz.	66. Dristan tabs, 24's 67. B&L saline solution, 12 oz. 68. Tampax super plus 40's 69. Colgate toothpaste, 9 oz. 70. Crest regular, 8.2 oz.	66. Sassoon shampoo, 12 oz. 67. B&L Daily Cleaner, 45ml 68. Benylin cough syrup 69. Listerine mouthwash, 12 oz. 70. Slim-Fast instant pudding, 16 oz.
71. Drixoral tabs, 10's 72. Aim toothpaste, 6.4 oz. 73. Contac caps, 10's 74. Old Spice stick deodorant 2.5 oz. 75. Tylenol tabs, 100's	71. Advil Pain Relief tabs, 50's 72. Q-Tips cotton swabs, 170's 73. Scott Baby Fresh wipes, 80's 74. Fleet enema, 4½ oz. 75. Gillette Trac II blades, 9's	71. Contac caps, 10's 72. Gillette Atra blades, 10's 73. Gillette Atra blades, 5's 74. Today sponge, 3's 75. Oral-B 35 adult brush
76. B&L Sensitive Eyes saline, 12 oz. 77. Aim toothpaste, 4.6 oz. 78. Noxzema skin cream jar, 10 oz. 79. Bic disposable razor, 8's 80. Equal Low-Cal sweetener, 100's	76. Enfamil ready to feed w/iron, 32 oz. 77. Maalox Plus suspension, 12 oz. 78. Alka-Seltzer foil, 36's 79. Similac ready to feed, 32 oz. 80. NyQuil, 14 oz.	76. Robitussin syrup CF, 4 oz. 77. Vaseline Intensive Care, 10 oz. 78. Sweet 'N Low, 100 Pack 79. Gillette Good News disposable razor, 10's 80. Scope mouthwash, 40 oz.
81. Vaseline white jar, 3.75 oz. 82. Tylenol Extra-Strength tabs, 100's 83. Maalox Plus suspension, 12 oz. 84. Benylin cough syrup 85. Excedrin Extra-Strength tabs, 100's	81. Benylin cough syrup 82. Flex-Care soft lens solution, 12 oz. 83. Crest mint, 6.4 oz. 84. Sure & Natural maxishields, 30's 85. B&L daily cleaner, 45 ml	81. Robitussin-DM, 8 oz. 82. Oral-B 60 adult brush 83. Similac ready to feed w/iron, 32 oz. 84. Trojan regular, 12's 85. Crest mint, 8.2 oz.
86. Massengil V&W 2-pack, 2-6 oz. 87. Pampers large super absorbent 12's 88. Tylenol drops, ½ oz. 89. Johnsons baby powder, 14 oz. 90. Dristan tabs, 24's	86. Keri lotion, 13 oz. 87. Stayfree super maxi's, 30's 88. Alka-Seltzer plus, 20's 89. Metamucil powder, 14 oz. 90. Robitussin DM, 8 oz.	86. Actifed Decongestant tabs, 48's 87. Pepto-Bismol, 8 oz. 88. Neosporin ointment, ½ oz. 89. Efferdent Denture tabs, 60's 90. Sassoon Shampoo, 8 oz.
91. Listerine antiseptic, 3 oz. 92. Tums 3-pack original flavor, 36's 93. Summers Eve V&W 2-pack, 2-4.5 oz. 94. Blistex tube, reg. 95. B.C. powder, 6's	91. Close-Up regular, 6.4 oz. 92. Vaseline Intensive Care, 10 oz. 93. Sudafed tabs, 30 mg. 94. Sassoon shampoo, 12 oz. 95. Noxzema skin cream jar, 10 oz.	91. Carefree curl activator, 8 oz. 92. Preparation H Supp., 12's 93. Q-Tips cotton swabs, 170's 94. Equal packet, 50's 95. Tampax slender regular, 40's
96. Alka-Seltzer Plus, 20's 97. Oral-B 35 adult brush 98. Lady Speed Stick A/P Scented, 1.5 oz. 99. Trojan regular, 3's 100. Robitussin syrup, 4 oz.	96. Oral-B 40 adult brush 97. Preparation H suppositories, 12s 98. Today sponge, 3's 99. Colgate toothpaste, 7 oz. 100. Pepto-Bismol, 4 oz.	96. Trojan regular, 3's 97. Scope mouthwash, 24 oz. 98. Isomil ready to feed, 32 oz. 99. Vicks 44 cough syrup, 3 oz. 100. Advil tabs 50's



Triple A Product Study

Survey reveals top general merchandise:

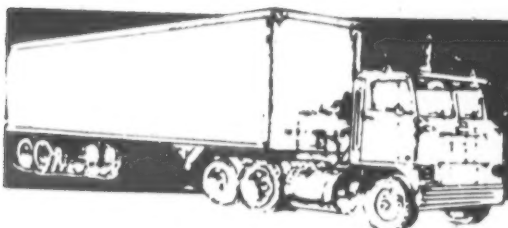
<i>Unit movement</i>	<i>Dollar sales</i>	<i>Gross margin dollars</i>
1. Reynolds foil, 12 x 25 2. Kodak CL 110-24 VR 200 3. Duracell D-2 4. Kodak Disc single 5. Kodak CP 135-24 VR 100	1. Polaroid 600 Sun camera film 2. Polaroid SX-70 1-pack 3. Kodak CL 110-24 VR 200 4. Kodak Disk 2-pack 5. Duracell AA-4	1. Duracell AA-4 2. Eveready Energizer 3. Duracell D-2 4. Polaroid 600 Sun camera film 5. Polaroid SX-70 1-pack
6. Duracell AA04 7. Eveready Energizer AA04 8. Eveready Energizer D-2 9. Duracell C-2 10. Bounty jumbo designer	6. Eveready Energizer AA-4 7. Kodak CP 135-24 VR 100 8. Polaroid SX-70 2-pack 9. Duracell D-2 10. Kodak Disc single	6. Duracell C-2 7. Eveready Energizer D-2 8. Kodak CL 110-24 VR 200 9. Kodak CP 135-36 VR 200 10. Kodak Disc 2-pack
11. Eveready Energizer C-2 12. Kleenex pocket pack 13. Ivory soap, 3-oz. 4-pack 14. Kodak Disc 2-pack 15. Duracell AA-2	11. Eveready Energizer D-2 12. Duracell C-2 13. Kodak instant film 14. Kodak CM 135-24 VR 400 15. Kodak CP 135-36 VR 100	11. Kodak CP 135-24 VR 100 12. Eveready Energizer C-2 13. Scotch VHS Video Tape 14. Duracell AA-2 15. Polaroid SX-70 2-pack
16. Duracell 9 volt 17. Eveready heavy duty D-2 18. Eveready Energizer AA-2 19. Eveready heavy duty AA-4 20. Dove beauty soap, 4.75 oz.	16. Kodak CM 135-36 VR 400 17. Eveready Energizer C-2 18. Kodak trimprint film 19. Duracell AA-2 20. Duracell 9 volt	16. Kodak CM 135-36 17. Kodak CM 135-24 VR 400 18. Kodak Disc Single 19. Duracell 9 volt 20. Kodak Instant film
21. Charmin white 4-pack 22. Eveready heavy duty C-2 23. Kleenex white 175's 24. Kodak CM 135-24 VR 400 25. Clorox bleach, gallon	21. Tide laundry detergent, 49 oz. 22. Kodak CL 135-24 VR 200 23. Eveready Energizer 9 volt 24. Eveready Energizer AA-2 25. Kodak CL 110-12 VR 200	21. Eveready heavy duty C-2 22. Eveready Energizer AA-2 23. Eveready heavy duty AA-4 24. Eveready Energizer 9 volt 25. Sylvania flash bar
26. Polaroid 600 Sun camera film 27. Ajax cleanser, 14 oz. 28. Kodak CP 135-36 VR 100 29. Eveready Energizer 9 volt 30. Polaroid SX-70 p pack	26. JVC T120 27. Kodak CF 135-24 VR 1000 28. Eveready heavy duty AA-4 29. Reynolds foil, 12 x 25 30. Kodak CL 135-36 VR 200	26. Sylvania flip flash 27. Kodak Trimprint film 28. Duracell AAA-2 29. Eveready Energizer AAA-2 30. Eveready heavy duty D-2
31. Kleenex Softique assorted 150's 32. Tide laundry detergent, 49 oz. 33. Kodak CL 110-12 VR 200 34. Eveready AA-2 35. Eveready D-2	31. Sylvania flip flash 32. Sylvania flash bar 33. Kodak CL 126-24 VR 200 34. Ivory soap, 3 oz. 4-pack 35. Eveready heavy duty D-2	31. Sylvania Magicube 32. Kodak CF 135-24 VR 1000 33. Kodak CL 135-24 VR 200 34. Kodak CL 110-12 VR 200 35. Kodak CL 135-36 VR 200
36. Dial gold bath soap, 5 oz. 37. Alpo Beef Chunks dinner, 14 oz. 38. Zest Deodorant soap, 5.5 oz. 39. Nine Lives tuna, 6 oz. 40. Crayolas, 24's	36. Duracell AAA-2 37. Kodak CM 100-24 VR 400 38. Eveready Energizer AAA-2 39. Charmin white 4-pack 40. Eveready heavy duty C-2	36. Reynolds foil, 12 X 25 37. Kodak CM 100-24 VR 400 38. Crayolas, 24's 39. Kodak CL 126-24 VR 200 40. Duracell 9 volt 2-pack
41. Charmin blue/yellow 4-pack 42. Duracell AAA-2 43. Kleenex family 250's 44. Kleenex foil assorted 175's 45. Kodak CM 135-36 VR 400	41. Sylvania Magicube 42. Bounty jumbo designer 43. Duracell 9 volt 2-pack 44. Clorox bleach, gallon 45. Maxell VHS video cassette T120	41. Ivory soap, 3 oz. 4-pack 42. Tide laundry detergent, 49 oz. 43. GE flip flash 44. Charmin white 4-pack 45. Eveready D-2
46. Eveready Energizer AAA-2 47. Ivory soft soap, 9 oz. 48. Crayolas, 8's 49. Eveready D-4 50. Kleenex Little Travelers	46. Crayolas, 24's 47. GE Flip flash 48. Charmin blue/yellow 4-pack 49. Dawn liquid dish detergent, 22 oz. 50. Kleenex white 175's	46. Eveready AA-2 47. Eveready D-4 48. Duracell D 49. Crayolas, 16's 50. Eveready heavy duty 9 volt 2-pack



Triple A Product Study

100 hottest items in units, dollars, profits

<i>Unit movement</i>	<i>Dollar sales</i>	<i>Gross margin dollars</i>
51. Kodak CL 135-24 VR 200 52. Dial white bath soap, 5 oz. 53. Eveready heavy duty AA-2 54. Nine Lives Super Supper, 6 oz. 55. Scott paper towels	51. Kleenex Family 250's 52. Dove Beauty soap, 4.75 oz. 53. Kodak CL 126-12 VR 200 54. Eveready D-4 55. Ivory liquid, 22 oz.	51. Eveready heavy duty AA-2 52. Bounty jumbo designer 53. Clorox bleach, gallon 54. Dove beauty soap, 4.75 oz. 55. Eveready 9 volt 2-pack
56. Dawn liquid dish detergent, 22 oz. 57. Comet cleanser, 14 oz. 58. Scotch Magic tape 1/2 x 450 59. Sylvania flip flash 60. Coast bath soap, 5 oz.	56. Eveready heavy duty 9 Volt 2-pack 57. Eveready D-2 58. Fantastic w/sprayer, 32 oz. 59. Ivory soft soap, 9 oz. 60. Eveready AA-2	56. Scotch Magic Tape, 1/2 X 450 57. Scotch Magic tape, 3/4 X 300 58. Eveready C-4 59. Eveready AA-4 60. Kodak CL 126-12 VR 200
61. Kleenex boutique 100's 62. Safeguard bath soap, 5 oz. 63. Scotch Magic tape, 3/4 x 300 64. GE flip flash 65. Nine Lives liver, 6 oz.	61. Palmolive dish detergent, 22 oz. 62. Cascade dishwasher detergent, 50 oz. 63. Eveready C-4 64. Crayolas, 16's 65. Eveready heavy duty AA-2	61. Charmin blue/yellow 4-pack 62. Elmers school glue, 4 oz. 63. Kleenex family 250's 64. Ivory liquid, 22 oz. 65. Ivory soft soap, 9 oz.
66. Elmers school glue, 4 oz. 67. Caress beauty soap, 4.75 oz. 68. Crayolas, 16's 69. Kodak CL 126-24 VR 200 70. Bic black medium	66. Kleenex boutique 100's 67. Eveready 9 volt 2-pack 68. Dial gold bath soap, 5 oz. 69. Elmers glue, 4 oz. 70. Zest Deodorant soap, 5.5 oz.	66. Crayolas, 8's 67. Dawn liquid dish detergent, 22 oz. 68. Palmolive dish detergent, 22 oz. 69. Eveready C-2 70. Kleenex white 175's
71. Bic blue medium 72. Elmers glue, 4 oz. 73. Irish Spring, 5 oz. 74. Duracell D 75. Ivory liquid, 22 oz.	71. Eveready AA-4 72. Ajax cleanser, 14 oz. 73. Scotch Magic tape, 1/2 x 450 74. Scotch Magic tape, 3/4 x 300 75. Elmers school glue, 4 oz.	71. Kleenex boutique 100's 72. Fantastic w/sprayer, 32 oz. 73. Ajax cleanser, 14 oz. 74. Eveready heavy duty 9 volt 75. Zest deodorant soap, 5.5 oz.
76. Kodak instant film 77. Eveready C-4 78. Eveready C-2 79. Sylvania Magicube 80. Fantastic w/sprayer, 32 oz.	76. Dove personal size, 3/5 oz. 77. Solo laundry detergent, 64 oz. 78. Dial white bath soap, 5 oz. 79. Krazy glue 80. Eveready heavy duty, 9 volt	76. Dial gold bath soap, 5 oz. 77. Black Flag Roach Motel 78. Care Bears Poseables 79. Kleenex foil 175's 80. Glad 30 gal. trash bags, 10's
81. Sylvania flash bar 82. Kodak CF 135-24 VR 1000 83. Palmolive dish detergent, 22 oz. 84. SOS soap pads, 10's 85. Eveready AA-4	81. Eveready 9 volt 82. Easy-On starch spray, 22 oz. 83. Maxell UDS 90 minute cassette 2-pack 84. Tone beauty soap, 4.75 oz. 85. Coast bath soap, 5 oz.	81. Kiwi boot polish black, 1 1/8 oz. 82. D-Con ready mix 201, 1 lb. 83. Camay bath soap 84. Easy-On starch spray 22 oz. 85. Sylvania flash cube.
86. Eveready 9 volt 2-pack 87. Kodak CL 135-36 VR 200 88. Kodak CL 126-12 VR 200 89. Eveready heavy duty 9 volt 2-pack 90. Kodak CM 110-24 VR 400	86. D-Con ready mix, 1 lb. 87. Eveready C-2 88. Camay bath soap 89. Alpo Beef Chunks dinner, 14 oz. 90. Crayolas, 8's	86. Hi-Dri Towels 87. Kleenex pocket pack 88. Lysol aerosol, 12 oz. 89. GE Magicube 90. Lux dish detergent, 22 oz.
91. Elmers glue, 1.25 oz. 92. Polaroid SX-7 2-pack 93. Eveready heavy duty 9 volt 94. Duracell 9 volt 2-pack 95. Kodak Trimprint film	91. Era liquid laundry detergent, 64 oz. 92. Safeguard Bath Soap, 5 oz. 93. Black Flag Roach Motel 94. Eveready Energizer 9 volt 95. Lux dish detergent, 22 oz.	91. Dial white bath soap, 5 oz. 92. Care Bear Miniatures 93. Coast Bath soap, 5 oz. 94. Kodak instant film 2-pack 95. Comet cleanser, 14 oz.
96. Glad 30-gal. trash bags, 10's 97. Reynolds heavy duty foil 37.5 sq. ft. 98. Kleenex dinner napkins 99. Bic red medium 100. Cascade 50 oz.	96. Windex refill, 32 oz. 97. Comet Cleanser, 14 oz. 98. Dixie refill 5 oz. 99. Care Bear miniatures 100. Irish Spring 5 oz.	96. Cascade dishwasher detergent, 50 oz. 97. Eveready heavy duty C-4 98. Kleenex Little Travelers 99. Glad sandwich bags 150's 100. GE flashbar



Triple A Product Study

School supplies top Triple A stationery list

The fastest moving school/office products (unit sales)

1. Crayola, 24s
2. Crayola, 8s
3. Scotch Magic Tape, 1/2 x 450
4. Scotch Magic Tape, 3/4 x 300
5. Elmer's school glue, 4 oz.
6. Crayola, 16s
7. Bic Black Medium
8. Bic Blue Medium
9. Elmers Glue, 4 oz.
10. Elmers Glue, 1.25 oz.
11. Bic Red Medium

Source: Drug Store News survey

Despite all the talk about licensed school supplies, not a single licensed item showed up on this year's *Drug Store News* Triple A study.

In fact, if any products could be considered winners in the study, it would be traditional school supply favorites including Crayolas and Elmers Glue.

Binney & Smith's Crayola 24's ran away with the category this year and topped all three lists in school/office supplies.

The 24-piece Crayola set

ranked the highest of all others in this category on the gross profit list, where it was 38th among the Top 100. On the unit movement chart, this item placed 40th, and in total retail sales it was 46th.

In all, there were 11 school/office products listed on Triple A's Top 100 unit movement chart. Additionally, seven ranked on the Top 100 total retail sales list, while six showed up on the Top 100 total gross profit dollars list.

On the Top 10 unit movement chart for school office

supplies, Crayola 8's came in second, with two sku's of Scotch Magic Tape following in third and fourth positions. Borden's Elmers Glue placed three sku's in the Top 10 with different sizes in the fifth, ninth and 10th positions.

On the Top 10 total retail dollars chart, Crayola 24's came out on top, followed by Crayola 16's, Crayola 8's slipped to seventh place in this category because of their low price point. The 4-oz. Elmer's Glue came in third while Scotch's two sku's of Magic Tape registered in at fourth and fifth places, followed by Krazy Glue's only Triple A ranking, at sixth.

The most profitable school/office products (gross margin dollars)

1. Crayolas, 24's
2. Crayolas, 16's
3. Scotch Magic Tape, 1/2 x 450
4. Scotch Magic Tape, 3/4 x 300
5. Elmer's school glue, 4 oz.
6. Crayolas 8's

Source: Drug Store News survey



1. Crayolas 24's
2. Crayolas 16's
3. Elmer's glue, 4 oz.
4. Scotch Magic tape 1/2 x 450
5. Scotch Magic tape 3/4 x 300
6. Krazy Glue
7. Crayolas 8's

Athlete's Foot

Now you can offer your customers relief from the itching, burning and soreness of athlete's foot and prevention of recurrence with one recommendation—TINACTIN®.

The secret lies in the use of two forms. TINACTIN Cream or Solution cures the immediate infection;

The Cure

TINACTIN Powder used daily

as a follow-up medication, has been clinically proven to prevent reinfection.

TINACTIN begins relieving the symptoms of athlete's foot within 24 hours of application without irritation to sensitive skin. The efficacy and safety of TINACTIN are recognized.

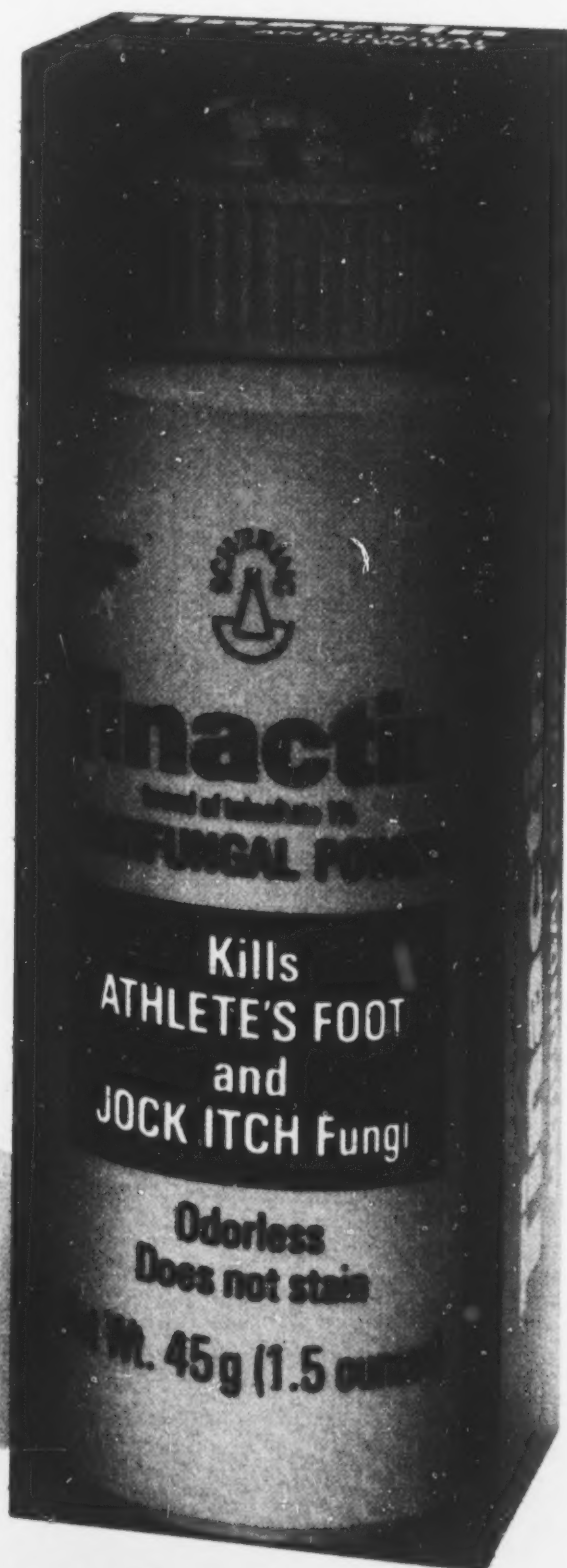
TINACTIN is the number one recommendation of physicians, podiatrists and

pharmacists like yourself. If customer satisfaction is important to you, recommending TINACTIN for athlete's foot is a big step in the right direction.

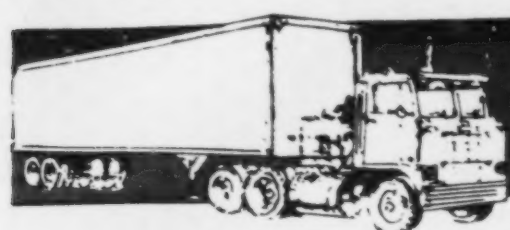
RECOMMEND TINACTIN
#1 in sales and recommendations
©1984, Schering Corporation
2070-2898 A



Tinactin contains tolnaftate, the only ingredient approved for both cure and prevention of Athlete's Foot.



The Prevention



Triple A Product Study

Listerine tops three dental care charts

The growing popularity of toothpaste pumps may be getting the innovative product into the bathrooms of America, but that popularity hasn't been strong enough to move the pumps into Triple A's Top 100.

Of the 11 different toothpaste items listed in the three Top 100 listings this year, not a

single pump toothpaste made the rankings.

Listerine mouthwash, in the 32-oz. size, took top honors in the dental care products listing this year, pointing out the fact this particular item is the fastest selling, the largest seller, and the most profitable of all items in the drug store dental care department.



In the Top 100 total unit movement list, dental care products received 20 mentions. In the gross margin dollars Top 100 chart, there were 10 dental care items listed, and in the total retail dollars Top 100, 12 items from this category made the grade.

Following the popular Listerine 32-oz. item on the total retail dollars Top 10 chart, is Efferdent denture tabs, 96 count. Two sku's of Scope mouthwash took third and fourth positions, and Efferdent came in fifth with its 60 count tab sku. Toothpastes rounded out the Top 10.

On the Top 10 total unit movement chart, Listerine was followed by the 6.4-oz. Crest mint toothpaste. The 7-oz. Colgate toothpaste product came in third. The Oral-B 40 Adult Brush registered a fourth place in this listing.

Oral-B continues to be the only brand toothbrush listed, with three different brushes in this year's Triple A Study.

The gross margin dollars Top 10 dental care chart included all three of Oral-B's popular adult line. Listerine was the most profitable item in the dental care section, fol-

The highest volume dental care products (retail dollars)

1. Listerine mouthwash, 32 oz.
2. Efferdent denture tabs, 96's
3. Scope mouthwash, 40 oz.
4. Scope mouthwash, 24 oz.
5. Efferdent denture tabs, 60's
6. Crest mint 8.2 oz.
7. Colgate toothpaste, 9 oz.
8. Crest regular 8.2 oz.
9. Crest mint 6.4 oz.
10. Close-Up regular 6.4 oz.
11. Oral-B 40 adult brush
12. Colgate toothpaste, 7 oz.

Source: Drug Store News survey

The most profitable dental care products (gross margin dollars)

1. Listerine mouthwash, 32 oz.
2. Efferdent denture tabs
3. Oral-B 40 adult brush
4. Listerine mouthwash, 12 oz.
5. Oral-B 35 adult brush
6. Scope mouthwash, 40 oz.
7. Oral-B 60 adult brush
8. Crest mint, 8.2 oz.
9. Efferdent denture tabs, 60's
10. Scope mouthwash, 24 oz.

Source: Drug Store News survey

lowed by the 96 count Efferdent sku. Oral-B 40 placed

third, Oral-B 35 came in fifth, and the Oral-B 60 ranked as the seventh most profitable item in the dental care department.

Tampons remain a Triple A market winner

The \$420 million tampon market continues to dominate the feminine hygiene market, despite the adverse publicity about toxic shock syndrome and the flurry of new shields and pads on the market.

Based on both unit and dollar sales, Tambrand's Tampax tampons are the big winners in

this market. Tampax's Super 40's, Slender Regular 40's and Super Plus 40's, were the top three products in the department in terms of dollar sales, and the only tampons positioned among the Top 100 products in dollar sales.

Johnson & Johnson's Sure & Natural Super Maxis 30's and Stayfree MaxiPads Super 30's, were also among the top 100 products in dollar sales, but placed far lower on the list than the Tampax products.

The Triple A study also reveals that the Today sponge is making its way in the marketplace by placing for the first time among the Top 100 products in dollar sales. Moreover, the contraceptive sponge was the second most profitable product in the feminine hygiene department after Tampax's Original 40's.

In unit movement, Tampax Super 40's, Super 10's and Original 40's took the top three positions followed by Massengill douche vinegar and water twinpack and Summers Eve douche vinegar and water twinpack.

Overall, the Triple A study shows that the feminine hygiene department in chain drug stores is strong in tampons and douches and weak in sanitary napkins, a market long dominated by food stores with the space to merchandise.

The highest volume feminine hygiene products (retail dollars)

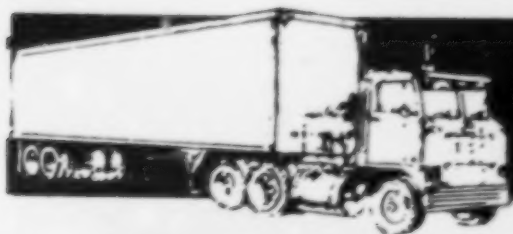
1. Tampax super 40's
2. Tampax original 40's
3. Tampax super plus 40's
4. Sure & Natural maxishields 30's
5. Stayfree Super maxis 30's

The fastest moving feminine hygiene products (unit sales)

1. Tampax super 40's
2. Tampax super 10's
3. Tampax original 40's
4. Massengill V&W 2-pack, 2-6 oz.
5. Summers Eve V&W 2-pack, 2-4.5 oz.

Source: Drug Store News survey





Triple A Product Study

Tylenol products dominate analgesics lists



**Top 12 Promoted
Analgesic Products
(gross margin dollars)**

1. Tylenol Extra-Strength tabs, 60's
2. Tylenol Extra-Strength tabs 100's
3. Anacin tabs, 100's
4. Tylenol Extra-Strength tabs, 30's
5. Tylenol Extra-Strength caps, 100's
6. Tylenol Extra-Strength caps, 24's
7. Tylenol Chewable tabs, 30's
8. Tylenol elixir, 4 oz.
9. Bayer aspirin, 100's
10. Excedrin Extra-Strength tabs, 100's
11. Tylenol tabs, 100's
12. Bufferin reg. tabs, 100's

**The fastest
moving analgesics
(unit sales)**

1. Bayer aspirin, 100's
2. Anacin tabs, 100's
3. Tylenol Extra-Strength tabs, 30's
4. Tylenol Extra-Strength caps, 24's
5. Tylenol Extra-Strength caps, 50's
6. Tylenol Extra-Strength tabs, 60's
7. Tylenol chewable tabs, 30's
8. Bufferin tabs, 100's
9. Bayer aspirin, 50's
10. Tylenol tabs, 100's
11. Tylenol Extra-Strength tabs, 100's
12. Excedrin Extra-Strength tabs, 100's
13. Tylenol drops, 1/2 oz.

**The highest volume
analgesics
(retail dollars)**

1. Anacin tabs, 100's
2. Tylenol Extra-Strength tabs, 100's
3. Tylenol Extra-Strength tabs, 60's
4. Tylenol elixir, 2 oz.
5. Tylenol Extra-Strength caps, 100's
6. Excedrin Extra-Strength tabs, 100's
7. Bufferin tabs, 100's
8. Bayer aspirin, 100's
9. Tylenol tabs, 100's
10. Tylenol elixir, 4 oz.
11. Tylenol Extra-Strength caps 24's
12. Tylenol Extra-Strength tabs, 30's
13. Tylenol Chewable tabs 30's
14. Tylenol Drops 1/2 oz.
15. Advil Pain Relief tabs, 50's

Source: Drug Store News survey

WHEN YOU PROMOTE CHAP STICK AT 3/\$1.00, CHAP STICK SELLS OVER 4 TIMES FASTER.

(So stock up with 4 times as much.)

"During the last 3/\$1.00 promotion, Chap Stick sales shot up. And accounted for over 10% of the growth in the entire market!"

Unfortunately, that Chap Stick promotion caught many retailers out of stock.

So this time, don't just stock up. Stock up with 4 times more Chap Stick. Because you can't sell 425% more, unless you order it.

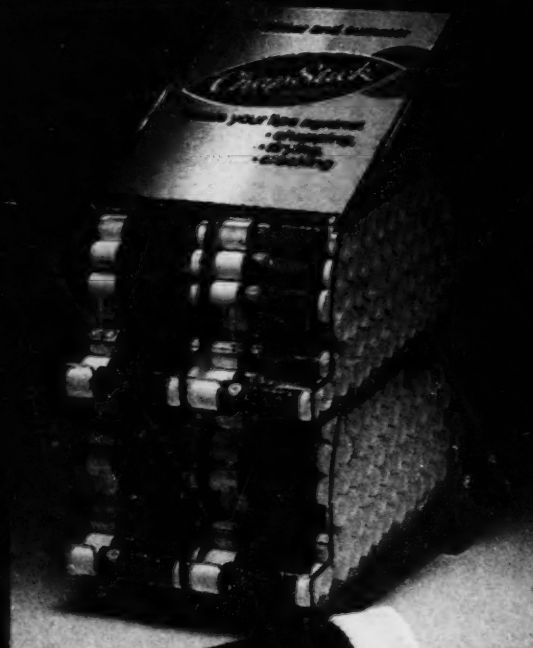
My Lips are Sealed with

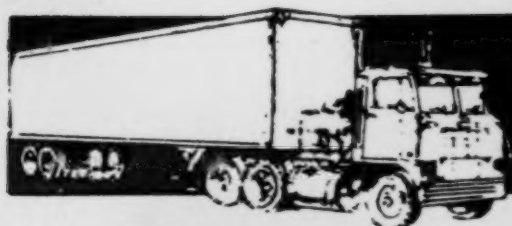
ChapStick
LIP BALM

strawberry
ChapStick

cherry
ChapStick

ChapStick





Triple A Product Study

Gillette, Bic command men's shaver market



Strong advertising by both manufacturer and retailer helped shaving products grow by almost 13% in drug stores last year, for total sales in excess of \$168 million.

The 1985 Triple A survey picked up that activity and shows that the moderately priced shaving creams and

blades did well in unit movements while the higher-priced blades and razors accounted for high dollar volume and profitability.

In all, razors, blades and creams accounted for 6% of the total sales in drug store toiletries departments in 1984.

Five shaving products showed up in the total unit

movement Top 100, five also showed up in the Top 100 gross margin dollars list, and three surfaced in the Top 100 total retail dollars ranking.

Gillette swept the top three places on the shaving needs total retail dollars listing with its Atra blades 10-pack, Atra blades 15-pack and its Trac II blades, 9-pack.

Gillette also took top honors on the shaving products gross margin listing with its Atra blades 15-pack being most profitable. The 5-pack of Bic's disposable razors came in second, and three additional Gillette blade and razor sku's made up the top five.

In total unit movement, the 5-pack of Bic disposable razors outsold all others in the shaving products category. The highly promoted Barbasol shave cream in the 11-oz. size came in second, and was the only shave cream listed in any of this year's Triple A Top 100 lists.

Gillette's Good News disposable razor 3-pack followed up in third place with the company's Atra 5-pack blades finishing up in fourth.

After 200 years, we're still coming up with ideas that click.

The new Retractor.
Now you see it.

Click.
Now you don't.

Wilkinson Sword® is proud to announce another innovation in shaving. The Wilkinson Sword Retractor. A product which comes to us direct from Europe. Where it has been a marketing success.

The Wilkinson Sword Retractor is the first and only disposable that retracts the blade between shaves to protect the blade and deliver a close, smooth shave.

The Wilkinson Sword Retractor razor. A new idea in shaving. Another innovative product from

Wilkinson Sword. The name on the world's finest blades."

Our new Management, Sales and Support teams are ready to make Wilkinson Sword shaving products profitable to sell and easy to receive. Call toll-free 1-800-241-8918 or write Wilkinson Sword, P.O. Box 7200, Norcross, GA 30091.

**WILKINSON
SWORD**

THE NAME ON THE WORLD'S FINEST BLADES™

©1985 Wilkinson Sword, Inc., an Allegheny International Co.

The fastest moving shaving products (unit sales)

1. Bic disposable razor, 5-pack
2. Barbasol shave cream, 11 oz.
3. Gillette Good News disposable razor, 3's
4. Gillette Atra blades, 5's
5. Bic disposable razor, 8's

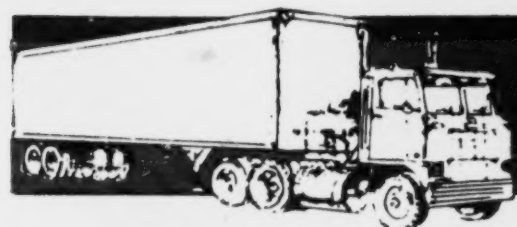
The highest volume shaving products (retail dollars)

1. Gillette Atra blades, 10's
2. Gillette Atra blades, 15's
3. Gillette Trac II blades, 9's

The most profitable shaving products (gross margin profits)

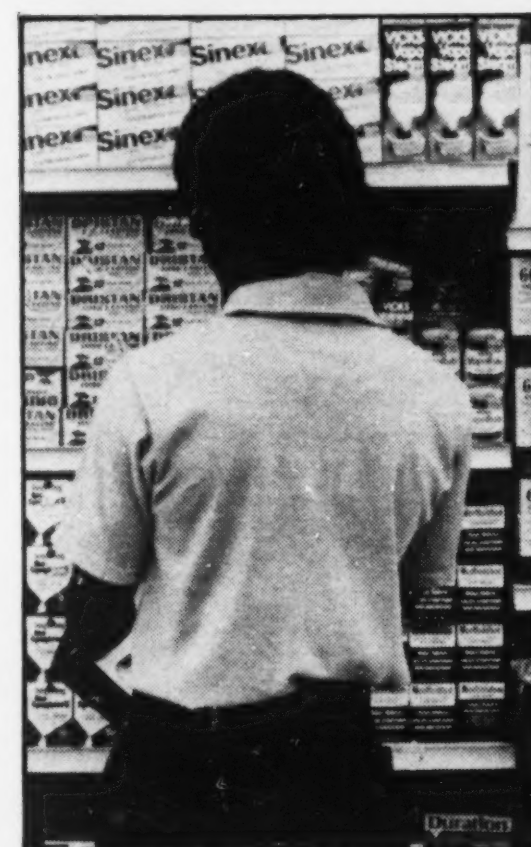
1. Gillette Atra blades, 15's
2. Bic Disposable razor, 5-pack
3. Gillette Atra blades, 10's
4. Gillette Atra blades, 5's
5. Gillette Good News disposable razor, 10's

Source: Drug Store News survey



Triple A Product Study

Rx-to-OTC items provide marketing muscle



The highest volume cough/cold products (retail dollars)

1. Actifed tabs, 24's
2. NyQuil, 10 oz.
3. Drixoral tabs, 20's
4. NyQuil, 6 oz.
5. Robitussin DM, 4 oz.
6. Afrin nasal spray 1/2 oz.
7. Drixoral tabs, 10's
8. Vicks 44D syrup, 3 oz.
9. Actifed tabs, 12's
10. Contac caps 10's
11. Sudafed tabs, 24's
12. Contac caps, 20's
13. Dristan tabs, 24's

The most profitable cough/cold products (gross margin dollars)

1. NyQuil, 10 oz.
2. Drixoral tabs, 20's
3. Robitussin DM, 4 oz.
4. NyQuil, 6 oz.
5. Actifed tabs, 12's
6. Afrin nasal spray, 1/2 oz.
7. Sudafed tabs, 24's
8. Drixoral tabs, 10's
9. Dristan tabs, 24's
10. Contac caps, 20's
11. NyQuil, 14 oz.
12. Sudafed tabs, 30mg 48's
13. Vicks 44D syrup, 3 oz.

RECOMMEND
THE SINUS REMEDY
THAT PUTS IN
A FULL DAY'S WORK.

Your customers put in a full day's work—so should their sinus medicine.

That's why you can feel comfortable recommending Drixoral®. Drixoral is the sinus medicine that contains maximum strength ingredients. Its unique two-stage delivery system is designed to provide 12 full hours of relief from congested sinus and nasal passages. It's no wonder that pharmacists recommend Drixoral more often than any other 12 hour sinus medication.*

Recommend Drixoral for 12 hour relief from sinus congestion.

When it comes to sinus remedies, what a difference a full day makes.

Schering



THE 12 HOUR
SINUS REMEDY

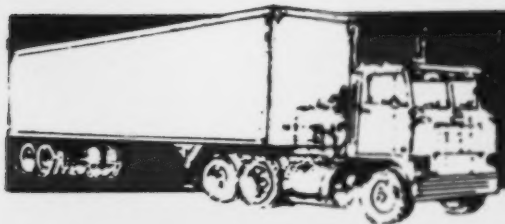
*American Druggist Open Call Survey, 1984.
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The fastest moving cough/cold products (unit sales)

1. Actifed tabs, 12's
2. NyQuil, 6 oz.
3. Actifed tabs, 24's
4. Robitussin DM, 4 oz.
5. Sudafed tabs, 24's
6. Afrin nasal spray, 1/2 oz.
7. Vicks 44D syrup, 3 oz.
8. NyQuil, 10 oz.
9. Drixoral tabs, 10's
10. Contac caps, 10's
11. Benylin cough syrup
12. Dristan tabs, 24's
13. Alka Seltzer Plus, 20's
14. Robitussin syrup, 4 oz.

Source: Drug Store News survey



Triple A Product Study

Kodak, Polaroid hold commanding film share



The amateur photography craze continues, and the 1985 Triple A survey shows that film sales in drug stores, accounting for 40% of photo department revenues, are still growing.

With the exception of batteries, no single product category had as many products in the Top 100 as film. In the general merchandise category, film accounted for 19 of the Top 100 spots in unit movement, 18 of the Top 100 in retail sales and 20 of the Top 100 in total gross profit dollars.

As could be expected, Kodak led in film unit movement with three products in the Top 10, with positions two, four and five.

However, with its higher price points, Polaroid film headed up the Top 10 in total retail sales, with three sku's holding positions one, two and eight.

Kodak placed four in the Top 10, up one from last year, but it gave up second position to Polaroid's hot SX-70 film.

Other than showing an overall healthy film business for

drug store retailers, the Triple A points out that instant and disc films are holding their own against the growing popularity of the 35mm market. Nationally, the growth of instant and disk films is quite sluggish, but in drug stores, it appears to be growing at a better clip than some 35mm.

As a matter of fact, six sku's of instant and disk films showed up in the Top 100 listing of unit movement.

Six different sku's of flash products showed up on the Top 100 sales volume, and four placed in the Top 100 in unit sales. In this category, it appears that the flash cube is on its way out, while the flip flashes.

A FUJI FILM FALL PROMOTION TO HELP YOU SHARPEN SALES AND PROFITS

A scissor set offer plus sweepstakes* as sharp as the pictures your customers will get with Fuji Film.

Fuji's Fall Promotion is a cut above the rest for you and your customers. To start off, your customers will get super sharp savings on this two scissor set for only \$2.95 (comparative \$12.95 value) plus two proofs of purchase of Fuji Film.

Your customers can also win a dream Caribbean cruise.

Fuji's super sweepstakes gives your customers the chance to win a luxury Cunard Countess† cruise for two to 6 exciting Caribbean islands—plus lots of other prizes.



We're cutting you in on our sweepstakes too!

Just for participating in our Fall Promotion, you can have a chance to win the same cruise as your customers by entering the special retailer sweepstakes.

And don't forget how Fuji always gets your customers' attention with exciting in-store merchandising that's sharper than ever.

Join Fuji's Fall Promotion... and picture yourself sailing away with picture perfect profits.



FUJI FILM

FUJI PROMOTIONS MOVE CUSTOMERS AND FILM.

I want to participate in Fuji Film's "Scissor Sharp Sweepstakes Offer"

☐ I currently sell Fuji Film.
☐ I am interested in selling Fuji Film.

Mail to: Mr. Paul Smith, National Sales Manager

Fuji Photo Film, U.S.A., Inc., 350 Fifth Avenue, NY, NY 10118

Name _____

Company _____

Address _____

City _____

State _____

Zip _____

Telephone _____

*No purchase necessary to enter sweepstakes. Offer expires February 28, 1986. Void where prohibited.

The highest volume film products (retail dollars)

1. Polaroid 600 Sun Film
2. Polaroid SX-70
3. Kodak CL 110-24 VR 200
4. Kodak Disc 2-Pk
5. Kodak CP 135-24 VR 100
6. Polaroid SX 70 2-Pk
7. Kodak Disc single
8. Kodak instant film
9. Kodak CM 135-24 VR 400
10. Kodak CP 135-36 VR 100
11. Kodak CM 135-36 VR 400
12. Kodak Trimprint film
13. Kodak CL 135-24 VR 200
14. Kodak CF 135-24 VR 1000
15. Kodak CL 135-36 VR 200
16. Kodak CL 126-24 VR 200
17. Kodak CM 110-24 VR 400
18. Kodak CL 126-12 VR 200

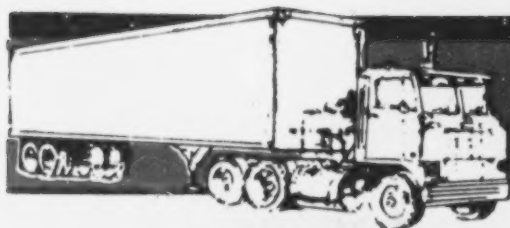
The highest volume photo flash products (retail dollars)

1. Sylvania flip flash
2. Sylvania flash bar
3. Sylvania Magicube
4. GE flip flash
5. GE Magicube
6. GE flash bar

The fastest moving photo flashes (unit sales)

1. Sylvania Flip Flash
2. GE Flip Flash
3. Sylvania Magicube
4. Sylvania Flash Bar

Source: Drug Store News survey



Triple A Product Study

Mylanta rides crest of antacid products



The most profitable antacid products (gross margin dollars)

1. Mylanta liquid, 12 oz.
2. Mylanta 2 liquid, 12 oz.
3. Maalox suspension, 12 oz.
4. Alka-Seltzer foil, 36's
5. Pepto-Bismol, 8 oz.

The highest volume antacids (retail dollars)

1. Mylanta liquid, 12 oz.
2. Maalox suspension, 12 oz.
3. Mylanta-2 liquid, 12 oz.
4. Pepto-Bismol 8 oz.
5. Maalox Plus suspension, 12 oz.
6. Alka Seltzer foil 36's
7. Pepto-Bismol 4 oz.



The fastest moving antacid products (unit sales)

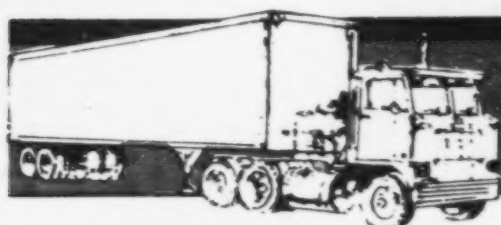
1. Mylanta liquid, 12 oz.
2. Maalox suspension, 12 oz.
3. Pepto-Bismol, 8 oz.
4. Alka-Seltzer foil 36's
5. Pepto-Bismol, 4 oz.
6. Maalox Plus suspension, 12 oz.
7. Tums 3-pack orig. flavor, 36's

Source: Drug Store News survey

DOUBLE-STRENGTH PROFITS...

Line your shelves with all 4 package sizes of Double-Strength MYLANTA-II and watch the profits roll in... week after week... month after month.





Triple A Product Study

Slim-Fast powder leads diet aids category



The fastest moving diet aid products
(unit sales)

1. Slim-Fast Powder: chocolate, 16 oz.
2. Sweet'N Low, 100-pack
3. Dexatrim Extra-Strength, 20's
4. Sweet-O-Saccharin tabs, 500's
5. Equal Low-Cal Sweetener, 100's

Source: Drug Store News survey



ALL YEAR LONG



GREAT NEW DEAL!

4 Double-Strength sizes to strengthen your profits!

PROMOTIONAL ALLOWANCES					PROMOTIONAL SUPPORT
Free-Goods* Allowance	Plus Advertising Allowance†		Plus Merchandising Allowance		• Direct to consumer national T.V. promotion . . . 1,705 GRPs 88% Reach 1.7 Billion impressions • Year-round physician detailing and sampling • Major medical and trade journal advertising support
	OPTION A	OPTION B‡	REDUCED PRICE FEATURE	DISPLAY	
12 oz Liquid 8⅓% Off Invoice	Up to \$1.25 per dozen	\$1.00 per dozen	\$.75 per dozen reduced price feature	\$.75 per dozen floor or end cap display	
5 oz Liquid 8⅓% Off Invoice	Up to \$.75 per dozen	\$.50 per dozen	\$.50 per dozen reduced price feature	\$.50 per dozen floor or end cap display	
60s Tablets 8⅓% Off Invoice	Up to \$1.25 per dozen	\$1.00 per dozen	\$.75 per dozen reduced price feature	\$.75 per dozen floor or end cap display	
24s Tablets 8⅓% Off Invoice	Up to \$.75 per dozen	\$.50 per dozen	\$.50 per dozen reduced price feature	\$.50 per dozen off-shelf display	
Also available—up to 2% billback allowance for four-color roto advertising or consumer coupon programs. Unlimited purchases allowed for claiming billback allowances. Retail buy-in period: July 15 through August 30, 1985. Advertising performance period: July 15 through November 8, 1985. Claim deadline: 45 days following appearance of ad. Contact your Stuart Representative for complete details.					

*Through participating wholesaler.
 †All ads should feature both liquid and tablets.
 ‡Provided advertising coverage is in at least 75% of the applicant's trading area.

DOUBLE-STRENGTH MYLANTA-II

Contains aluminum hydroxides with simethicone

STUART PHARMACEUTICALS



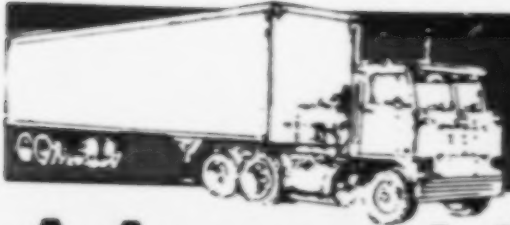
The highest volume diet aid products
(retail dollars)

1. Slim-Fast Powder: chocolate, 16 oz.
2. Slim-Fast Powder: vanilla, 16 oz.
3. Dexatrim Extra-Strength, 20's
4. Equal low-cal sweetener, 100's
5. Slim-Fast instant pudding, 16 oz.

The most profitable diet aid products
(gross margin dollars)

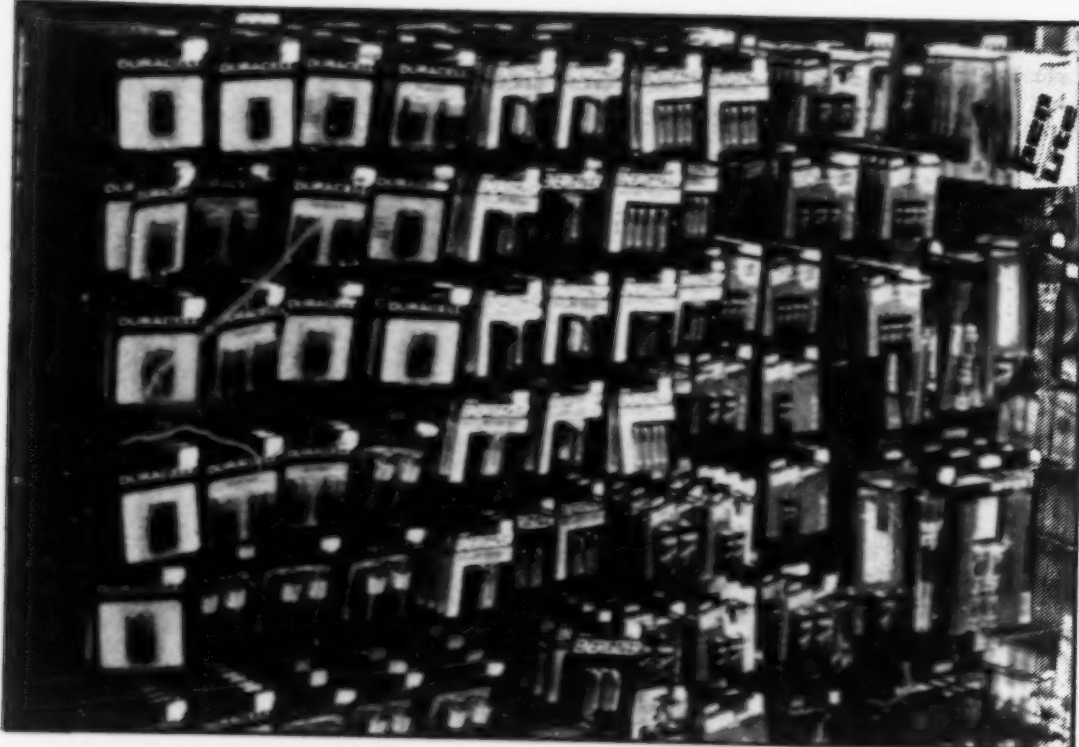
1. Slim-Fast Powder: chocolate, 16 oz.
2. Slim-Fast Powder: vanilla, 16 oz.
3. Dexatrim Extra-Strength, 20's
4. Equal low-cal sweetener, 100's
5. Slim-Fast instant pudding, 16 oz.
6. Sweet'N Low, 100-pack
7. Equal packet, 50's

Source: Drug Store News survey



Triple A Product Study

AA and D cell batteries outshine all others



Batteries once again dominated *Drug Store News* Triple A study. This year, batteries had 27 sku's in the unit movement listing, 33 in the total dollar sales ranking, and 28 in the gross profits list.

Alkaline batteries overwhelmed the heavy-duty variety in all lists, with AA and D batteries being the most popular, as well as the most profitable. The best a C-cell battery could do in this year's listing was a sixth place ranking in total gross profit.

In total retail dollars, eight battery sku's ranked in the Top 20, with Duracell's 4-pack AA's leading the way in fifth position. Eveready Energizer's 4-pack AA's came in one notch lower, in sixth place and the two company's 2-pack D's, came in at ninth and 11th positions, respectively.

Overall, in total dollar sales, Duracell placed five sku's in the Top 20, while Eveready placed three.

In total unit movement, 11 battery sku's found their way to the Top 20. Once again,

Duracell led the group, this time with its 2-pack D sku in fourth position. The company's 4-pack AA's are in seventh, with Eveready's 4-pack AA's in eighth, and its 2-pack D's in ninth.

Eveready had six sku's in the total unit movement's Top 20, and Duracell placed fifth in that listing.

In total gross profit dollars, batteries took five of the top eight positions, including the top three, for a total of eight in the top 20.

Once again, Duracell came out on top, with its 4-pack AA's being listed as the most profitable general merchandise item in a drug store. Eveready's 4-pack AA came in second, with Duracell's 2-pack D's taking third position.

Business as Usual?



You bet. But it doesn't have to be if your Brown & Williamson brands get the attention they need to make them as profitable as they can be.

That's what B&W's Tobacco Plus program is all about. It's a comprehensive program that maximizes your B&W sales, profits, turns and R.O.I.I.

It demonstrates which B&W brands, and how many, you should carry to meet consumer needs and optimize sales in today's market. It shows you how to insure an appropriate inventory without overstocks or understocks, select the most effective carton and pack merchandising methods, and increase profitability through our promotions.

And Tobacco Plus will assist you in making your B&W tobacco products as profitable as they can be with these incentives, services and programs:

- Carton Fixturing
- Package Fixturing

- Carton Shelf Payments
- Counter Display Payments
- Account Business Analysis
- Liberal Selling Terms
- Direct Account Incentive Program
- Return Goods Handling Allowance
- Generic Program Incentives
- Around-the-Clock Customer Service
- Audio/Visual Training Materials
- A Responsive, Professional Sales Force

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Tobacco Plus

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The highest volume battery products (retail dollars)

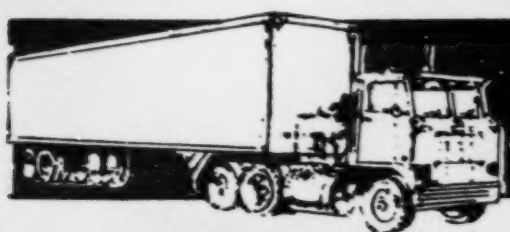
1. Duracell AA-4
2. Eveready Energizer AA-4
3. Duracell D-2
4. Eveready Energizer D-2
5. Duracell C-2
6. Eveready Energizer C-2
7. Duracell AA-2
8. Duracell 9 Volt
9. Eveready Energizer 9 volt
10. Eveready Energizer AA-2
11. Eveready Heavy Duty AA-4
12. Eveready Heavy Duty D-2
13. Duracell AAA-2
14. Eveready Energizer AAA-2
15. Eveready Heavy Duty C-2

The fastest moving batteries (unit sales)

1. Duracell D-2
2. Duracell AA-4
3. Eveready Energizer AA-4
4. Eveready Energizer D-2
5. Duracell C-2
6. Eveready Energizer C-2
7. Duracell AA-2
8. Duracell 9 volt
9. Eveready Heavy Duty D-2
10. Eveready Energizer AA-2
11. Eveready Heavy Duty AA-4
12. Eveready Heavy Duty C-2
13. Eveready Energizer 9 volt
14. Eveready AA-2
15. Eveready D-2

Source: Drug Store News survey





Triple A Product Study

Oil of Olay grabs top spot in mass market



In the mass market, Richardson-Vick's Oil of Olay was the runaway winner in all three categories based on dollar sales, profitability and unit sales.

Olay 4 oz. and 6 oz. were ranked first and second in the skin care category in dollar sales and second and fourth in total dollar sales rankings. Olay's closest competitor was Keri Lotion 13 oz., which ranked third in the category, but 87th in overall dollar sales. Vaseline Intensive Care 10 oz. came out fourth in the category,

but 93rd in total dollar sales rankings.

Olay 6 oz. and 4 oz. also received top honors as the most profitable products in the category, and they also ranked second and third in overall profit rankings. Keri Lotion 13 oz. ranked third, but 46th in overall profit rankings.

Olay was also the fastest-moving product in the skin care category in unit sales rankings. Olay 4 oz. placed first and Olay 6 oz. second. Noxzema came in as the third fastest-moving product in the

category, but 78th in overall unit sales rankings.

The *Drug Store News* 1985 Triple A Product Study overwhelmingly shows that Oil of Olay still commands the biggest chunk of the mass market skin care business. Olay's advertising coupled with its relatively low price and its firm position in the market accounts for its very strong showing in the category, despite the plethora of new skin care products constantly flooding the marketplace.



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For more information, call Gary Miller at (502) 753-1362 or write to him at Dynamic Marketing, 306 Andrus Ave., Murray, KY 42071.



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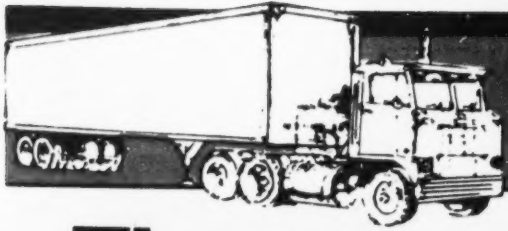
The most profitable products in the mass market (based on dollar sales)

1. Oil of Olay, 4 oz.
2. Oil of Olay, 6 oz.
3. Keri lotion, 13 oz.
4. Vaseline Intensive Care, 10 oz.

1. Oil of Olay, 4 oz.
2. Oil of Olay, 6 oz.
3. Keri lotion, 13 oz.
4. Vaseline Intensive Care 10 oz.
5. Noxzema skin cream jar, 10 oz.

1. Oil of Olay, 4 oz.
2. Oil of Olay, 6 oz.
3. Vaseline Intensive Care, 10 oz.
4. Noxzema skin cream jar, 10 oz.





Triple A Product Study

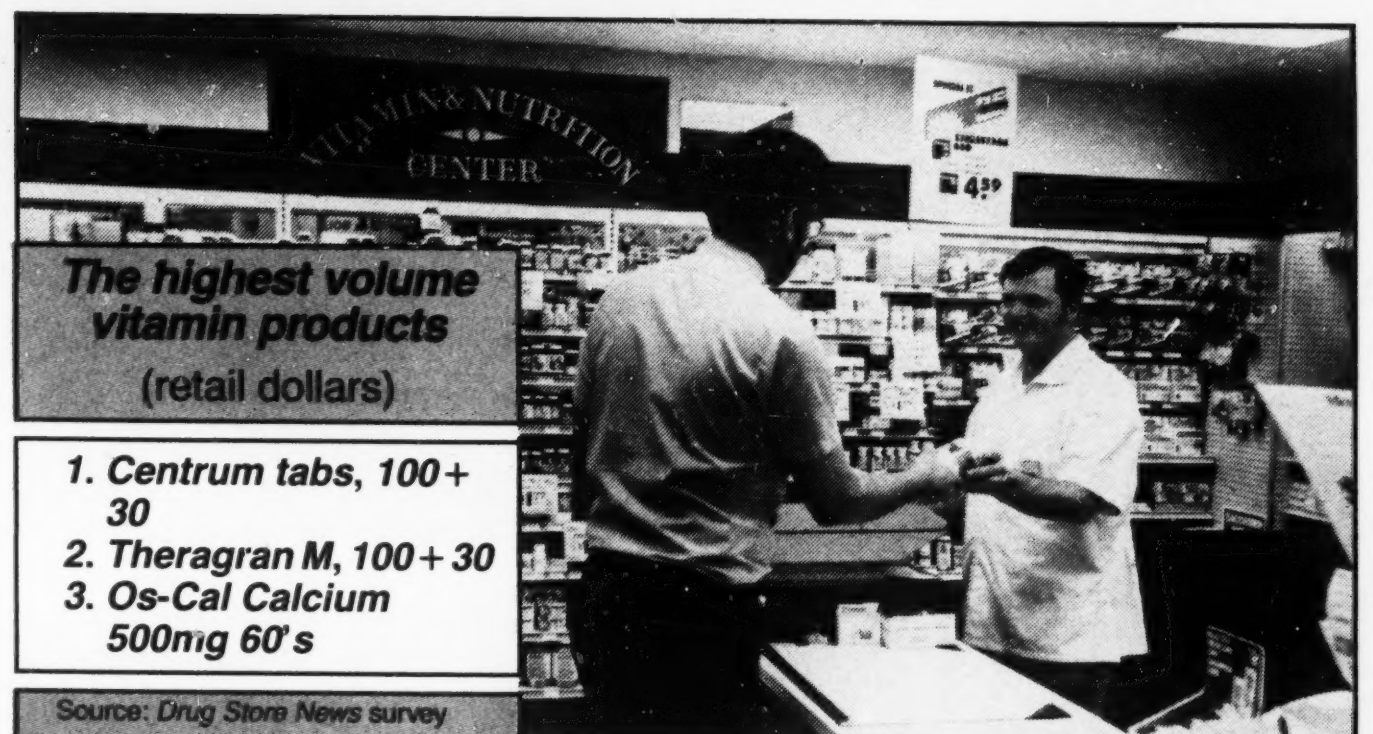
Theragran M, Centrum boost vitamin profits



The most profitable vitamin products
(gross margin dollars)

1. Theragran M, 100+ 30
2. Centrum tabs, 100+ 30
3. Os-Cal calcium 500mg 60's
4. Os-Cal calcium 250mg 100's

Source: Drug Store News survey



The highest volume vitamin products
(retail dollars)

1. Centrum tabs, 100+ 30
2. Theragran M, 100+ 30
3. Os-Cal Calcium 500mg 60's

Source: Drug Store News survey

The new Gold Standard.



Introducing Kent Golden Lights Gold Box.

Now there's a standard by which all other packs will be measured: the beautiful new Golden Lights Gold Boxes...both Kings and 100MM sizes.

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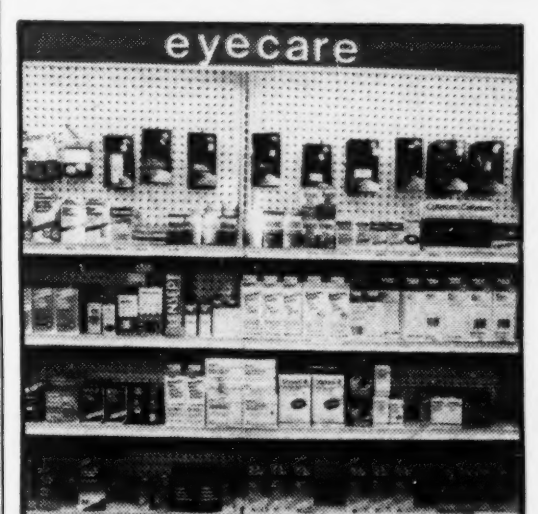
There's a multi-million dollar marketing campaign with four-color spreads, out-of-home media and aggressive promotional support.

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The highest volume eye/lens care products

(retail dollars)

1. Allergan Cleaner Refill, 24 tabs
2. B&L Sensitive Eye Saline, 12 oz.
3. Visine eye drops, 1/2 oz.
4. B&L Sensitive Eye Saline, 8 oz.
5. B&L Saline Solution, 12 oz.
6. Flex-Care Soft Lens Sol., 12 oz.
7. B&L Daily Cleaner, 45ml

The most profitable eye/lens care products

(gross margin dollars)

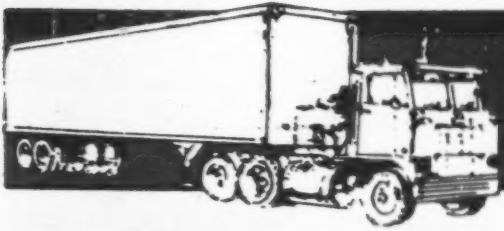
1. Allergan Cleaner Refill, 24 tabs
2. B&L Sensitive Eye Saline, 12 oz.
3. Visine eye drops, 1/2 oz.
4. Flex Care Soft Lens Sol., 12 oz.
5. B&L Sensitive Eyes Saline, 8 oz.
6. B&L Daily Cleaner, 45ml

The fastest moving eye/lens care products

(unit sales)

1. Visine eye drops 1/2 oz.
2. B&L Sensitive Eye Saline, 12 oz.

Source: Drug Store News survey



Triple A Product Study

Formulas, diapers hot sellers in baby needs

As the baby boomlet continues, the baby and infant care departments in chain drug stores are becoming more profitable, larger and more widely shopped than ever before.

The 1985 Triple A study shows that the baby department is a strong, viable drug

store department, experiencing store growth.

The study also shows that drug store retailers are called upon by mothers to help out at both ends when it comes to baby care—prepared formulas and diapers dominated this year's lists.

In the unit movement category, 15 baby department sku's made the survey's Top 100, with baby products leader, Vaseline 1.75-oz. white jar, placing third in the overall Top 100. Similac ready to feed, with iron, 32-oz. size, came in second, followed by Isomil ready to feed (without iron), 32 oz., in third.

Despite all the publicity that Procter & Gamble's disposable diaper sales have bottomed out, the company's Luv's brand, medium, 48 count, was eighth among baby department items in product unit movement, 50th in the overall Triple A study.

P&G's Pampers, large absorbent, 12 count, was the only other disposable diaper sku making the baby department Top 15 in unit movement.

Similac ready to feed, with iron, formula, 32 oz., topped the gross margin dollars list for baby products. Although

the most profitable baby department item, this Similac sku only placed 83rd on the overall Top 100 gross margin list. Q-Tip cotton swabs, 170 count, placed second in profitability in the baby department, and came in 93rd overall.

In the total retail dollars listings, 11 baby care products made the Top 100. Although not strongly represented in the other department lists, the higher priced diapers took the top five places on the baby products list for this category.

P&G's Luv's, large size, 32

count, brought in the most money for the baby department and placed third on the overall Top 100 list for total retail dollars.

The highest volume baby needs products (retail dollars)

1. Luvs, large 32's
2. Luvs, medium 48's
3. Huggies toddler 33's
4. Pampers, large 48's
5. Huggies daytime 48's
6. Similac ready to feed w/iron
7. Isomil ready to feed, 32 oz.
8. Q-tips cotton swabs, 170's
9. Scott Baby Fresh wipes, 80's
10. Enfamil ready to feed w/iron 32 oz.
11. Similac ready to feed 32 oz.

Source: Drug Store News survey

The most profitable baby needs products (gross margin dollars)

1. Similac ready to feed w/iron 32 oz.
2. Q-tips cotton swabs, 170's
3. Isomil ready to feed 32 oz.

Source: Drug Store News survey



The fastest moving baby needs products (unit sales)

1. Vaseline jar white 1.75 oz.
2. Similac ready to feed w/iron 32 oz.
3. Isomil ready to feed 32 oz.
4. Similac concentrated w/iron, 13 oz.
5. Similac ready to feed, 32 oz.
6. Enfamil ready to feed w/iron, 32 oz.
7. Enfamil concentrated liquid w/iron, 13 oz.
8. Luvs diaper medium, 48's
9. Isomil concentrated, 13 oz.
10. Enfamil ready to feed, 32 oz.
11. Q-tips cotton swabs, 300's
12. Scott Baby Fresh wipes, 80's
13. Vaseline white jar, 3.75 oz.
14. Pampers large super absorbent 12's
15. Johnson baby powder, 14 oz.

Source: Drug Store News survey

St. Ives
Swiss Formula
Hair Care & Skin Care

New!

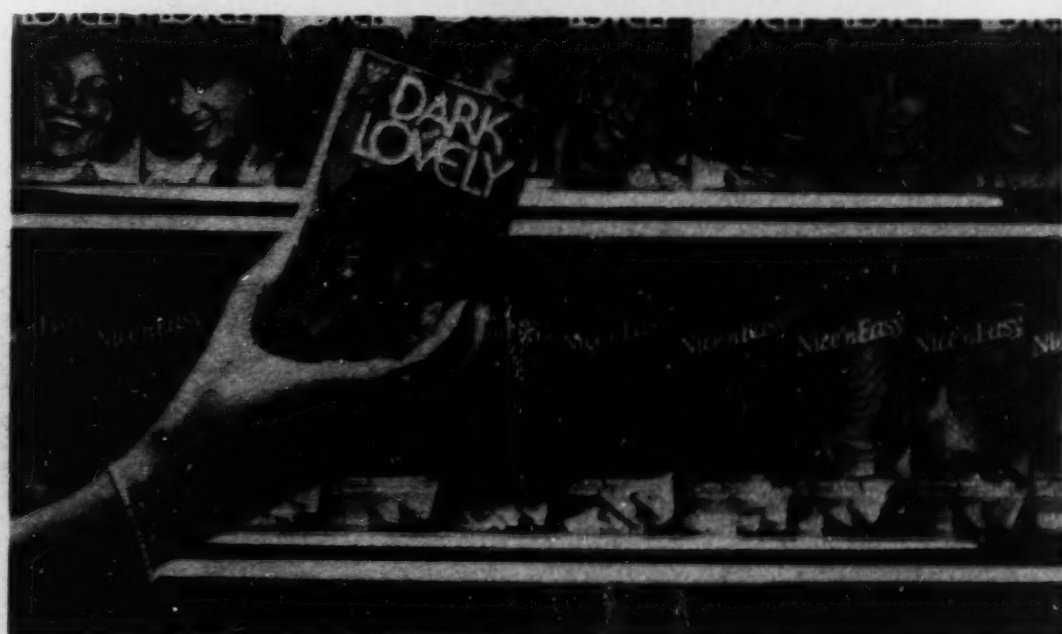
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Replica Bottles and
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Tubes...

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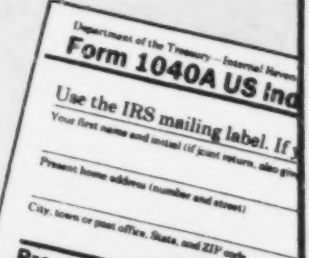
Capoten's market potential expanding—p. 23

Beauty Beat:

Sparking Valentine fragrance sales—p. 12

Merchandiser:

Turning tax time into an asset—p. 15



DRUG STORE NEWS

Vol. 7/No. 17 Serving chains, wholesalers and high-volume independents for 56 years. Published by Lebhar-Friedman Inc. August 5, 1985

Revco takes \$98 million Odd Lot headache remedy

By Marjorie Shaffer

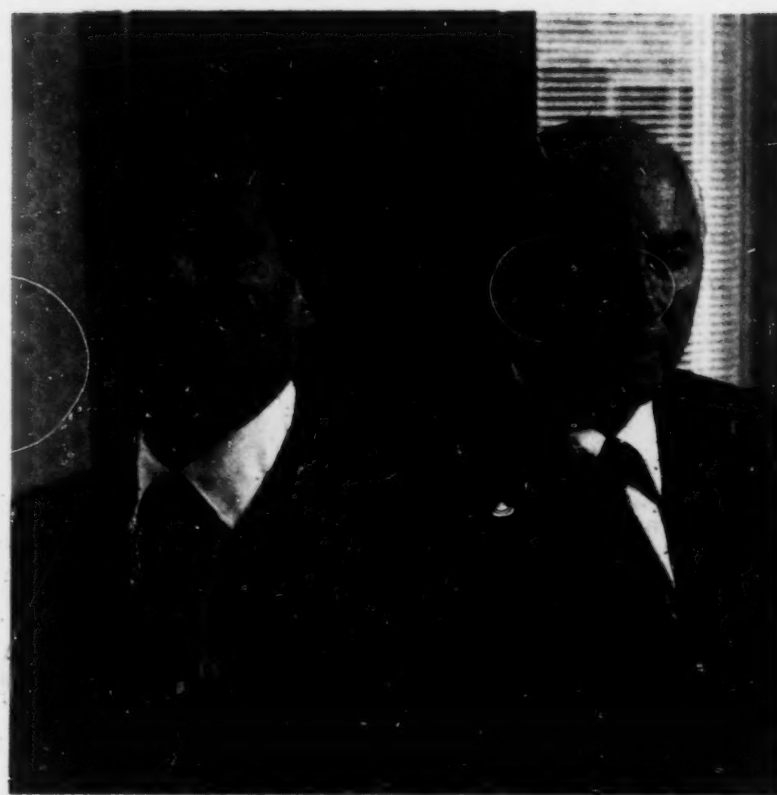
TWINSBURG, Ohio — Revco has washed its hands of a long and bitter dispute which rocked the 1,900-store chain and embroiled management in expensive litigation.

Bernard Marden and Isaac Perlmutter, the two Odd Lot principals who owned nearly 12%, or 4.4 million shares, of Revco stock, have been sent packing.

In an agreement struck with Revco, Marden and Perlmutter are allowed to enter the wholesale distribution business through a new company by paying Revco \$3 million in cash. But they are prohibited for 10 years from purchasing Revco stock and from retailing close-out merchandise.

In exchange, Revco repurchased all of the former Odd Lot owners' 4.4 million shares for \$22.50 per share, or \$98.2 million. The day before the agreement was completed, Revco shares closed on the New York Stock Exchange for \$23.25 per share.

Continued on page 33



Former Odd Lot owners Isaac Perlmutter, left, and Bernard Marden leave Revco with \$95.2M.

Offensive warfare eyed

Rite Aid primes discount guns

CAMP HILL, Pa. — Rite Aid is eying a shift to the offensive as deep discounters and supermarkets escalate the price warfare in many of its markets.

Alex Grass, chairman and president, told shareholders at the annual meeting here that Rite Aid planned to launch five deep-discount stores by the end of the year.

Grass declined to name the markets, but did say that deep discounting had made a big impact in Baltimore, Rochester, Buffalo and Philadelphia, "to a limited extent."

"We do plan to carefully analyze" the situation, he said,

and "probably go on the offensive."

Grass said that "generally the competition [from deep discounters] has not been too serious" for Rite Aid, but in Baltimore and Rochester the supermarkets have responded to the competition and "the markets are in a state of chaos."

Up to now, he said, Rite Aid has tried "to stay out of the price fray," relying instead on the fact that the conventional drug store customer "is accustomed to convenience" and to shopping close to home.

Rite Aid currently has five deep-discount stores, called

Drug Palaces, in operation. In two instances, the company has converted conventional Rite Aids to Drug Palaces when deep discounters moved in too close for comfort.

Grass said he feels now that with supermarkets entering the competition and throwing the markets into disarray, the time may be ripe for switching from a defensive strategy.

During the meeting, Grass also focused on the reasons for the profit shortfall in Rite

Continued on page 34

'Better' Eckerd emerges after takeover battle

By Bruce Buckley

CLEARWATER, Fla. — With the Dart takeover threat removed, the slimmed-down Jack Eckerd Corp. finally seems ready to tackle the problems in its main line of business, the 1,500-store Eckerd Drug chain.

And none too soon, say Wall Street analysts.

"The drug chain's not falling apart," said Susan Schmierer of L. F. Rothschild, pointing out that the prescription business has remained very strong. "But the drug stores need a lot of reworking."

Analysts said that Eckerd's repurchase of Dart's 1.884 million share holding on top of its previous sell-off of the ailing American Home Video, JByrons and Eckerd Apparel subsidiaries allows senior management to focus all of its attention on the core business.

"The question is," said Jerry Dombek of Roulston & Co., "how much damage is there in the drug stores?"

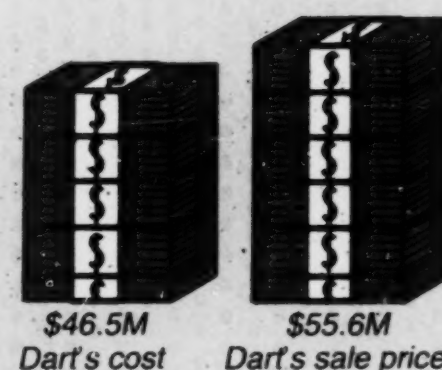
Dombek said there had been "some confusing pricing policies recently and some strong competition coming in. You have to keep in mind that they still have some very, very serious problems, but they're definitely a better company now."

In selling its 5% interest in Eckerd back to the company at \$29.50 a share, or approximately \$55.6 million, Dart realized a profit of roughly \$9 million.

The consensus of industry observers was that a hostile takeover was never Dart's game. They said that Dart moved in and purchased the stock when it was at bargain basement rates following a poor quarter, and then waited.

Continued on page 33

Dart gains \$9M on Eckerd stock



Kiosks house Pathmark health center

By Tim O'Brien

SECAUCUS, N.J. — Pathmark has entered the home health care business the no-risk way... with no additional personnel, no inventory costs and no heavy space commitment.

In what could be the first liaison between a major food chain and a home health care provider, Pathmark is offering about 400 different medical items for sale or rent from small kiosks within its stores.

The food/drug chain's partner, and inventory keeper, in the venture is Professional Equipment Corp. of Hicksville, N.Y., a subsidiary of a 10-year-old home health care personnel provider, Health Extension Services.



Pathmark's kiosk features 400 home health care items.

Pathmark lends its name to the business and provides space for the small kiosk. In return, it makes an undisclosed commission on every sale or rental originating from, or as a result of the home health centers.

Kiosk ordering and information centers are currently being tested in four Long Island (N.Y.) Pathmark supermarket pharmacies and in one Pathmark drug store.

Pathmark has taken the concept of in-store catalog merchandising of home health care products a step farther than drug chains such as Thrift and Perry. It has added a direct hot-line phone system for immediate ordering.

Continued on page 33

TE NEWS...LATE NEWS...LATE NEWS

THRIFTY DRUG has named Ellis H. Axelrod vp-director of store operations, replacing Dominic J. Cavallo who resigned last month. Axelrod, former vp-store operations, has been with Thrifty for 31 years and has served in a variety of positions for the 546-store chain. His replacement has not been named. Axelrod is the son of Morris Axelrod, who had been a Thrifty stalwart for 48 years before his death last year.

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Long career returns see page 25

NEWS IN BRIEF

Walgreens earnings up 12%

DEERFIELD, Ill. — Walgreens reported that net earnings for the third quarter ended May 31 increased 12% to \$21.5 million from \$19.2 million in the comparable year-earlier period. Sales were up 15.7% to \$792.6 million.

For the nine months, net earnings rose 14.6% to \$68.1 million, or \$1.11 per share, from \$59.4 million, or 97¢ a share, in the same period last year. Sales increased 15.7% to \$2.38 billion.

During the nine months, the company has opened 87 stores and plans to open 21 more during the final quarter. The company also anticipates a 6¢ a share gain from the sale of its Mexican affiliate during the fourth quarter.

Kroger sales, earnings rise

CINCINNATI — Kroger reported increases in both sales and earnings for the second quarter ended June 15.

The diversified food and drug retailer, which includes Kroger, Dillon Food Stores, SuperX and Hook, reported net earnings for the quarter increased 8% to \$46.7 million and sales increased to \$3.99 billion from \$3.8 billion over the same period last year.

Six-month earnings increased 25.9% to \$78.1 million from \$62 million over the same period last year. And six-month sales increased to \$7.8 billion from \$7.4 billion.

Kroger said the results for the quarter "reflected a continuing momentum in overall performance."

Shoppers launches Winnipeg Howie's

WINNIPEG, Canada — Shoppers Drug Mart, the 400-store Canadian drug chain, has opened its first "Howie's—More Than a Drug Store," in the city of Winnipeg.

Howie's, a separate division of off-price drug stores, also operates two stores in Montreal and two in Toronto. According to David R. Bloom, president and ceo, there will be "as many as 25 Howie's locations spread across Canada within the next five years."

This particular store is the first drug store in Manitoba Province to be fully scanner equipped.

Perry converts 27 Apex units

PONTIAC, Mich. — Perry Drug Stores has completed the conversion of the 27 Apex stores acquired in March. All the Metro Detroit Area stores now have the Perry name and format.

As special employee training sessions were being held for the 750 Apex employees with Perry policies, workers remerchandised, refitted and resigned all the stores.

Pharmacy computer terminals were installed in all 27 stores in three days.

Apex stores are now serviced by Perry's Pontiac warehouse and are included in Perry's advertising and promotional programs.

Harris to purchase Narco

CLEVELAND — Harris Wholesale Co., the largest privately held drug wholesaler in the country, has signed an agreement to purchase Narco Drug Co. of St. Louis.

Narco, a major supplier of pharmaceuticals to retailers and hospitals in the St. Louis area, will operate as a subsidiary to Harris. Narco's management team, headed by Eugene T. Luning, chairman, will remain in place.

INDEX

Classified	34
Editorial	4
Financial	6
Merchandise	15
Pharmacy	23
Product Update	30

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Eckerd Radio goes on the air

By Tim O'Brien

CLEARWATER, Fla. — Eckerd Drug will launch a new dimension in point-of-purchase promotion next month when it goes "on the air" with a complete in-store radio broadcasting system.

"We're rolling into our 115 stores in the Houston market first," said Eckerd's advertising manager, Mel Ardelean. "Then we'll roll out the concept on a controlled chainwide basis." Ardelean said all 1,525 Eckerd stores will be equipped with their own POP radio station by the year's end.

Point-of-purchase radio is an in-store radio entertainment concept that uses a professional announcer and carries paid advertising. To the consumer, it sounds more like a traditional radio station than a custom made selling tool.

The concept got its original test at CVS in May and June of 1984. "We called it WCVS Ra-

dio," said Bob Hussey of POP Radio, the company that developed the concept.

CVS would have been the first chain to roll out the system, but a decision was postponed. The new management wanted to look at alternatives before making a commitment, according to Gary Charbonneau, CVS's vp of advertising and sales promotion.

Peoples Drug is currently testing the concept, and according to Joe Pollard, vp of advertising, management likes what it hears so far.

"Eckerd Radio," as it is being called, was tested by the chain in its Tampa-Clearwater, Fla., market last November and December, and the results were impressive enough for the chain to sign POP Radio for all its stores.

Proclaiming that "One drug store is better than the rest . . . Eckerd," and that Eckerd customers are "Second to none . . . You're No. 1," Eck-

erd Radio disc jockey Dan Taylor (of WHN radio in New York City) announces the records and talks between them, directly to the customers.

The use of music in drug stores and supermarkets has long been recognized as a way to improve a store's atmosphere and extend the length of shopping visits.

Until POP Radio, there were only two widely used ways of piping music into a retail store—rebroadcasting of a local radio station, and subscribing to a background, Muzak-type service.

Up until a few years ago, there was no problem with stores rebroadcasting radio stations on their PA systems, but BMI and ASCAP, the country's two largest music licensing agencies, were able to get legislation passed that required a store to pay music royalty charges if they rebroadcast the music from a

Continued on page 34

Valu-Rite management reorganized

SAN FRANCISCO — In a move to strengthen support services to its 1,600 Valu-Rite pharmacies, McKesson Corp. has instituted major changes in the organization structure of the voluntary co-op program.

The biggest change is that Valu-Rite, formerly 1 of 10 independent operating units of the Drug & Health Care Group, has now been integrated into McKesson Drug.

And rather than reporting to Rex Malson, president of the group, Valu-Rite's management will report to McKesson Drug's executive vp, Joe Polastri.

In addition, promotional account managers have been relieved of some of their service functions, including merchandising, signage, displays and decor, and will be free to concentrate on advertising.

The service functions will be taken over by newly appointed zone service sales managers. To date, McKesson has appointed such managers in four of its nine regions: Northeast, Southeast, northern California, and Pacific Northwest, with the remaining five regions due to be implemented by the end of the current fiscal year next March.

Ron Bone, president of Valu-Rite, told *Drug Store News*: "Because we are now working closer with McKesson, we can draw on their marketing resources; it wasn't as easy when we were not at the same management meetings."

An exec with a wholesale drug competitor says: "The zone sales manager move makes sense. As a self-standing company, the Valu-Rite sales force was selling against the McKes-

son sales force to some extent."

However, the wholesaler also notes that "Valu-Rite has lacked variety in merchandise—they had some of the same items—such as k.d. desks—for five years. If you don't change every two years, your promos go sour."

A veteran drug supplier, who competed against Valu-Rite when he owned a promotional sundries company, told *Drug Store News*: "Valu-Rite has not made money for years. The reason McKesson keeps it alive is that it provides the drug retailer with a total resource for goods and services. And McKesson wants the drug business."

Arthur Lichtendorf, New York security analyst, says: "Valu-Rite has been overinventoried, and they've taken some writeoffs. To correct the situation, they've changed their buying patterns. Before, they first bought the goods and then arranged the promotion. Now they have a prebooking system before ordering. I also expect to see Valu-Rite expand their private label program because Tom Field (McKesson president) is experienced in private label and committed to quality products."

McKesson purchased Valu-Rite—then operated by Super Specials—from Hyatt Hotels in 1977. Before the acquisition, Valu-Rite was strictly a promotional sundries company, and its main vehicle was the circular. McKesson broadened the program to include private label, coupon redemption, magazine rebates, sunglasses, store fixtures, photo finishing, and signs, in addition to circulars.

Harrison: two-tier drug prices factor in Rx counterfeit stream

TORONTO — Jim Harrison, chairman of the National Association of Chain Drug Stores, responding to allegations about the proliferation of counterfeit drugs within the diversion marketplace, called the existence of counterfeit products within the retail drug store industry a "totally unacceptable phenomenon that cannot be tolerated."

Speaking to about 270 chain retailers and manufacturers gathered here for the annual NACDS General Merchandise show, Harrison called for "stricter and more rigid enforcement of laws regulating the distribution of illegally diverted and counterfeit drugs."

Asserting that legislative reforms are needed, Harrison said that part of the problem with counterfeit drugs and illegally diverted drugs arises from the existence of a two-tier pricing structure for pharmaceuticals in this country.

He described the existing two-tier system as one "racked with abuse" and said that it is "a major contributing factor to the illegal diversion of drugs."

Harrison said that to counteract the situation, NACDS is currently developing a comprehensive set of statutory recommendations for Congress.

The centerpiece of those reforms, he said, is a strong call

for a "major overhaul of the Non Profit Institutions Act."

Pointing out that it is often difficult, if not impossible, for a retailer to know the "true source" of a drug, given the current state of affairs, Harrison urged retailers to be "ever vigilant" in their buying practices.

He warned that offers and promotions must be "carefully scrutinized to be sure of their legitimacy and integrity."

Harrison said that if the diverter market is going to continue to "have a place in the distribution system," that it "must find a way to be sure it has not itself, purchased for redistribution counterfeit or illegally diverted drugs."

FINANCIAL

Sales up; earnings down at Gray

CLEVELAND — Sherwin-Williams reported that Gray Drug Fair's sales were up 7% for the second quarter ended June 30, but operating income fell.

The company said additional stores and promotional programs were the reasons for

the increased drug store sales. It blamed lower gross margins for the earnings decline.

Commenting on the results, John G. Breen, chairman, president and ceo of Sherwin-Williams, said: "Gray Drug Fair is continuing the process of refining merchandising and

operations, and while their profits are down for the quarter, we are still confident that they will show meaningful improvement for the year."

Sherwin-Williams' earnings for the second quarter increased 12% to \$28.5 million, or \$1.23 per share fully diluted, compared to \$25.6 million, or \$1.09 a share, in the same quarter last year.

Sales were up 9% to \$606.6 million from \$557.3 million.

For the six months, net income increased 12.1% to \$34.2 million, or \$1.48 a share fully diluted, from \$30.6 million, or \$1.30 a share, last year.

Sales for the six months rose 7.6% to \$1.1 billion from \$1.02 billion last year.

Sales set records at Thrifty Drug

LOS ANGELES — For the first nine months of fiscal 1985, Thrifty reported record-high sales and earnings.

Sales for the period ended May 31 increased 8.4% to \$1.04 billion compared to \$961 million over the same period last year. Sales for the third quarter ended May 31 increased 9% to \$342 million from \$313.6 million for last year's quarter.

Net earnings for the third quarter increased 18% to \$5.6 million compared to \$4.8 million for the same period last year. For the nine-month period, net earnings were up 16% to \$23.5 million from \$20.3 million last year.

Same-store sales for the third quarter increased 6%.

Thrifty now operates 546 drug and discount stores and 82 sporting goods stores plus it owns 34% of Crown Books, a profitable chain of 181 book stores. Thrifty also owns a 50% interest in the Trak Auto parts chain. The combined results of these companies reduced Thrifty's income before taxes for the nine-month period by \$1.03 million.

Longs income up 10%

WALNUT CREEK, Calif. — Longs Drug Stores reported that net income for the first quarter ended May 2 increased 10% to \$9.4 million from \$8.5 million in the same year-earlier period. Earnings per share were 44¢ vs. 40¢ a

year ago.

Sales for the quarter were up 13% to \$347.8 million from \$307.1 million.

During the quarter, Longs opened three stores, all in California, bringing the chain's total to 194.

		STOCK PRICE							TREND TO MARKET				EARNINGS/SHARE					P/E	DIVIDENDS				FINANCIAL POSITION					
		From 06/28/85 - 07/15/85							Price Trend (% per day)		Volume Trend (% per day)		Last Fiscal Year	Latest 12 Months vs Preceding 12 Months Change		5-Year Annual Growth Rate	Profit Margin	Latest P/E Ratio	Indicated Divd. rate		Last X-Dvd. Date	Last Fiscal Year		Current Ratio	Last Fiscal Year (Per Share)			
Name	Symbol	High	Low	Close	Amt	Pct	High	Low	Last 30 Days	Last 5 Days	Last 30 Days	Last 5 Days		Amt.	Pct				Amt.	Yield		Revenue	Earnings		Long Term Debt	Common Stock Equity		
		\$	\$	\$	\$	%	\$	\$	%	%	%	%	\$	\$	%	%	%	\$	%		\$ Mil	\$ Mil	-	\$	\$			
Chain Store transactions																												
Am Stores	ASC	67.50	65.75	66.75	.00	.00	67.50	32.50	.24	-.08	-4.05	-16.46	5.71	1.86	Q	49.7	82.0	1.5	11.9	.64	1.0	06-17-85	12118.8	185.5	1.2	37.93	21.40	
Begley Co	BGLY	17.00	16.50	16.50	-.50	-2.94	17.63	15.00	-.05	-.69	4.17	33.33	1.33	-.30	N	-20.4	-8.0	1.1	14.1	.72	4.4	04-15-85	61.5	.7	1.9	15.55	18.26	
Big B	BIGB	17.13	16.50	16.50	-.25	-1.49	19.50	8.88	-.27	-.38	-5.85	-15.08	.68	.14	Q	25.0	29.0	3.0	23.6	.00	.0	09-21-83	148.1	4.4	2.3	1.20	4.58	
Drug Sys	DRGS	5.50	4.75	5.50	.25	4.76	5.63	3.25	.27	3.44	3.19	42.83	.35	-.21	F	-37.5	NC	1.2	15.7	.60	10.9	05-09-85	104.7	1.3	3.0	1.28	5.84	
Eckerd, Jack	ECK	30.63	25.63	26.38	-3.38	-11.34	32.88	20.00	.05	-2.75	-2.47	44.65	2.27	-.03	N	-1.4	3.0	3.3	12.3	1.04	3.9	06-10-85	2622.5	85.4	2.0	2.52	16.47	
Fay's Drug	FAY	10.75	9.13	10.38	1.13	12.16	13.00	8.75	-.14	2.92	1.50	28.96	.62	-.06	Q	-9.5	49.0	2.4	18.2	.20	1.9	06-24-85	366.7	8.7	1.8	1.65	4.28	
Genovese Drug	GDX	14.25	11.50	11.88	-2.38	-16.67	16.63	9.13	.80	-.52	-4.87	14.17	1.03	-.13	Q	-12.7	55.0	1.9	13.3	.20	1.7	06-13-85	220.3	4.1	1.7	2.06	5.73	
Longs Drg Strs	LDG	31.13	27.63	29.00	-1.63	-5.31	31.13	18.31	.11	-.04	.71	-25.64	1.88	.18	Q	10.3	12.0	2.9	15.1	.72	2.5	05-29-85	1375.8	40.1	2.1	.00	12.23	
Medicare Glaser	MGCO	5.00	4.50	5.00	.00	.00	7.00	3.50	.00	.20	.01	40.38	.05	-.38	F	-88.4	25.0	.2	NM	.00	.0	00-00-00	81.7	.2	2.2	3.58	3.52	
Perry Drug	PDS	21.38	20.88	21.00	-.38	-1.75	22.13	14.00	.22	-.47	-1.07	22.96	1.26	.10	S	8.8	17.0	2.1	16.9	.28	1.3	05-20-85	370.3	7.6	1.5	2.40	10.60	
Revco Drug	RDS	25.25	23.13	24.75	.00	.00	32.88	22.50	-.27	.73	-.28	-22.86	2.54	-.45	N	-18.6	17.0	4.2	12.6	.80	3.2	06-10-85	2227.5	93.4	2.1	1.08	12.22	
Rite Aid Corp	RAD	26.88	24.50	26.25	-.63	-2.33	33.50	21.00	-.63	1.31	3.02	-21.28	1.69	.22	F	15.0	11.0	4.8	15.5	.50	1.9	04-09-85	1445.7	69.9	1.9	2.02	8.58	
Thrifty Co	TFD	22.00	21.13	21.38	-.25	-1.16	22.88	14.25	-.02	-.49	-1.64	-14.25	1.40	.24	S	18.8	21.0	2.1	14.1	.60	2.8	05-06-85	1299.3	27.9	1.5	4.46	7.72	
Walgreen Co	WAG	27.75	26.00	26.63	-1.00	-3.62	30.25	17.25	-.46	-.57	2.23	-4.00	1.39	.20	S	15.5	31.0	3.1	17.9	.44	1.7	05-14-85	2744.6	85.4	1.7	.87	6.76	
Wholesaler's transactions																												
Bergen Bruns	BBCA	32.38	29.00	32.13	3.00	10.30	32.38	20.00	.21	.82	2.18	21.24	1.57	.35	N	22.6	24.0	1.2	16.9	.32	1.0	07-26-85	1703.4	19.7	1.6	1.08	11.11	
Bindley Wstn	BIND	13.75	12.00	12.75	-.88	-6.42	15.00	9.00	-.45	.25	-1.71	-22.32	.73	.16	Q	26.7	39.0	.8	16.8	.00	.0	05-01-85	566.7	4.7	1.4	.08	5.46	
Cardinal Distrib	CDIC	18.25	17.00	18.00	1.00	5.88	18.50	10.91	.22	1.03	8.08	69.22	1.01	.09	F	9.8	NC	1.2	17.8	.08	.4	06-25-85	320.0	3.7	1.8	.92	5.91	
Durr Fillauer	DUFM	15.25	13.00	14.75	1.75	13.46	15.25	8.69	.21	-.02	2.09	11.36	.74	.15	Q	23.4	22.0	1.7	18.7	.14	.9	07-01-85	341.7	5.8	2.3	1.21	6.05	
McKesson Co	MCK	48.00	46.38	47.38	.13	.26	50.00	34.63	-.10	-.63	-2.86	3.93	3.60	-.18	F	-4.8	-1.0	1.3	13.2	2.40	5.1	05-28-85	4887.1	65.0	1.5	12.99	30.40	
Foxmeyer Co	FXM	25.38	23.13	23.13	-1.88	-7.50	29.75	21.00	-.46	-2.05	2.34	-1.91	1.56	.29	F	22.8	60.0	1.3	14.8	.00	.0	00-00-00	717.1	9.0	2.0	3.95	11.86	
Ketchum	KCH	22.50	20.75	21.00	-1.50	-6.67	23.88	10.09	.12	-1.07	-6.19	-21.86	.77	-.46	N	-49.5	100.0	.3	44.7	.00	.0	09-24-84	245.1	.8	1.5	6.37	6.74	
Owens & Minor	OBOD	24.25	22.50	23.75	1.25	5.56	24.25	12.00	.22	-.80	-1.98	-30.52	1.43	.17	Q	12.3	49.0	1.2	15.3	.40	1.7	06-10-85	306.7	3.6	3.0	8.02	12.81	
Manufacturer's transactions																												
Abbott Labs	ABT	60.00	56.25	58.38	1.00	1.74	60.00	36.75	.08	.48	-.62	-10.65	3.34	.49	Q	16.5	26.0	13.0	16.9	1.40	2.4	07-09-85	3104.0	402.6	1.9	3.91	13.33	
Am Home Prod	AHP	66.25	62.25	65.88	2.00	3.13	66.88	46.75	-.18	1.03	-.53	-16.56	4.39	.35	Q	8.5	15.0	15.1	14.8	2.90	4.4	05-07-85	4485.5	675.6	3.4	.26	13.74	
Baxter Travenol	BAX	16.50	14.00	14.00	-1.38	-8.94	18.13	11.75	.01	-2.94	2.60	-13.74	1.03	-.39	Q	-26.9	6.0	8.1	13.2	.37	2.6	06-04-85	1800.4	145.1	1.6	1.46	7.83	
Block Drugs Co	BLOCA	40.50	36.00	38.00	2.50	7.04	40.50	24.75	.32	-1.79	1.27	-54.76	3.48	.30	F	9.4	15.0	10.5	10.9	1.00	2.6	06-11-85	247.8	25.9	2.3	2.34	20.08	
Bolar Pharm	BLR	44.75	40.50	42.75	2.50	6.21	45.25	22.50	.43	-.89	1.83	-20.64	1.22	.15	Q	12.9	40.0	18.2	32.6	.05	.1	02-08-85	29.1	5.3	7.5	.00	7.41	
Bristol-Myers	BMV	65.75	60.63	65.00	3.63	5.91	65.75	43.38	.09	.56	.86	6.36	3.45	.42	Q	13.4	20.0	11.3	18.3	1.88	2.9	06-28-85	4189.4	472.4	2.5	.75	15.63	
Carter-Wallace	CAR	43.25	40.13	43.25	2.75	6.79	43.25	20.75	.18	1.38	-3.00	45.05	2.66	.29	F	12.2	34.0	5.9	16.3	.52	1.2	04-12-85	348.8	20.7	2.4	1.69	21.87	
Forest Labs	FRX	32.25	28.88	29.75	-2.25	-7.03	32.50	11.25	.28	.18	-.99	-20.27	.73	.19	F	35.2	21.0	16.3	40.8	.00	.0	01-14-83	25.8	4.2	8.3	.28	5.42	
ICN Pharm	ICN	11.00	9.88	10.63	-.38	-3.41	12.25	6.75	.24	.96	.07	9.67	.00	-.18	Q	-78.3	52.0	1.6	NM	.00	.0	00-00-00	44.8	.7	3.0	2.43	4.50	
Key Pharm	KPH	10.75	9.88	10.63	.75	7.59	17.13	8.00	.26	-.21	3.42	-14.97	.61	.06	Q	10.9	63.0	14.6	17.4	.20	1.9	06-10-85	151.1	22.1	2.1	1.16	1.67	
Lilly Eli Co	LLY	89.75	85.63	89.25	2.75	3.18	90.38	53.00	-.08	.54	-2.55	-3.21	6.73	.60	F	9.8	12.0	15.8	13.3	3.20	3.6	05-09-85	3109.2	490.2	1.7	1.63	31.04	
Lee Pharm	LPH	7.88	5.25	6.88	1.25	22.22	9.63	2.13	.12	7.01	5.61	39.92	.13	.58	S	NE	16.0	6.2	28.6	.00	.0	00-00-00	8.1	.5	3.0	.20	1.73	
Marion Labs	MKC	37.13	35.00	35.50	-1.25	-3.40	39.75	16.50	-.35	-.19	-2.02	2.27	.62	.29	N	51.8	60.0	10.6	41.8	.28	.8	06-14-85	226.4	24.1	2.4	.02	3.52	
Merck & Co	MRK	116.13	109.00	115.63	3.00	2.66	116.13	78.25	.08	-.03	-.99	-22.10	6.71	.60	Q	9.6	7.0	13.8	16.9	3.20	2.8	06-03-85	3559.7	493.0	2.0	2.48	35.29	
Morton Thiokol	MTI	37.50	33.63	37.25	3.25	9.56	37.50	23.81	.31	.13	2.10	-21.08	2.16	1.89	N	99.1	45.0	5.5	9.5	.64	1.7	05-24-85	2001.5	109.8	1.5	2.94	12.50	
Mylan Labs	MYLN	25.75	23.75	25.75	1.75	7.29	25.75	9.50	.11	.94	-.38	.80	.52	.30	F	100.0	108.0	23.3	49.5	.05	.2	02-19-85	53.6	12.5	5.9	.09	1.22	
Newport Pharm	NWPH	11.50	10.00	10.00	.00	.00	12.00	3.25	.18	-2.81	3.58	7.53	-.21	.17	N	NE	-10.0	-26.0	NM	.80	8.0	05-23-85	7.7	-2.0	2.6	.22	.93	
Pfizer Inc	PFE	53.13	47.50	52.50	3.00	6.06	53.13	29.38	.09	1.27	.45	-16.46	3.08	.38	Q	13.5	22.0	13.2	16.4	1.48	2.8	07-26-85	3854.5	507.9	2.3	2.10	15.45	
Reid Prov Labs	REID	6.63	6.00	6.38	-.25	-3.77	6.63	2.75	1.22	-1.24	-.92	.20	.12	-.08	N	-40.0	52.0	6.7	53.1	.04	.6	12-10-84	13.4	.9	3.1	.02	.92	
Robins, AH	RAH	19.25	17.13	18.50	.88	4.96	24.38	12.00	.16	1.76	-7.46	-7.52	-18.44	-20.58	Q	-150.0	-96.0	-73.0	NE	.00	.0	11-19-84	631.9	-461.6	1.7	.47	-5.23	
Rorer Group	ROR	36.63	33.63	34.00	-2.63	-7.17	37.38	24.00	.08	-1.51	-1.93	15.77	2.08	.00	Q	.0	6.0	8.5	16.3	1.12	3.3	08-05-85	522.1	44.3	1.9	2.18	11.07	
Scherer RP Co	SCHC	11.63	10.88	11.63	.50	4.49	12.38	8.63	-.02	.72	7.74	-31.11	-.43	-.95	F	-100.0	-17.0	-2.0	NE	.32	2.8	06-12-85	167.4	-.34	1.9	4.83	11.14	
Searle, GD	SRL	58.63	53.38	57.50	3.50	6.48	65.50	43.88	-.12	1.37	-1.72	20																